Job Title: Community Manager
Reports to: Director of Communications & Field Building
FLSA Status: Exempt
Prepared Date: August 2021

Organizational Overview
Project Evident exists to help organizations harness the power of evidence to achieve greater impact. We do this by offering a comprehensive platform of tools, resources, and services to help nonprofits, funders, policymakers, and state and local education agencies improve how they generate and use evidence. We believe that by empowering practitioners to drive their own evidence building and by strengthening the surrounding ecosystem, we can increase the number of effective solutions in the social sector and scale them faster — ultimately producing better outcomes for people and communities.

Project Evident strives to be a trusted partner – to practitioners, funders, and other stakeholders committed to stronger, meaningful, and equitable outcomes for communities and individuals so that all can participate, prosper, and reach their full potential.\(^1\) We believe in the power of data and evidence to address social and racial justice, and seek to advance a next generation ecosystem for actionable evidence building and use. We lean into our mission through our values, specifically:

- **Practitioner Focused:** We center on practitioners, and ground our work in their needs and contexts. We help practitioners strengthen meaningful and equitable outcomes for the communities and individuals they serve, and lift up their work so it can be better understood and supported by funders and policy makers.

- **Committed to Learning, Inclusion, and Transparency:** We are frank, honest, and compassionate with our colleagues, clients, funders, and stakeholders. We seek input and feedback from a wide range of voices and share our learnings openly with others. We recognize that evidence is not immune from the racism and inequities that exist in our society, and strive to understand the context in which we operate and to uphold the principles of belonging, dignity, and justice through our work.

- **Smart, Warm, Approachable and Productive:**
  - Smart - we strive to find practical, implementable solutions.
  - Warm - we bring an attitude of heart and positivity and work through discomfort.

\(^1\) Language drawn from PolicyLink’s definition of equity with their permission.
Approachable - we keep open and curious minds, welcoming differing viewpoints and valuing the ideas and experiences of our partners.

Productive - we hold ourselves accountable to the goals and timelines we set with our colleagues and partners, and course correct as needed.

- **Oriented to Actionable Evidence:** We work with partners to build and use relevant and timely data and evidence to continuously learn, improve, and make meaningful, equitable, and cost effective decisions both for ourselves and partnering organizations.

### Position Summary - Community Manager

Reporting to the Director of Communications & Field Building, the Community Manager will be responsible for both project and community management for two nascent projects: Information Architecture and Actionable Evidence. This role works closely with senior leadership and advisors to build and maintain strong infrastructure, meaningful content and excellent service to support the projects and the members involved. Excellent coordination will ensure that members can focus on learning and contribute to the success of the community. This is a twelve month position which may convert to a permanent position, depending on the success of these initiatives, which are currently grant funded by the Bill & Melinda Gates Foundation.

This role comes at a key time in the trajectory of Project Evident, where we are increasing our field building, improving cross-organization coordination, and building our brand to support our theory of change. The Community Manager will provide project management, communications support, coordinate and contribute content, coordinate related events, serve as the contact for community members and ensure that learning, data and insights are captured and used to improve the work. Specifically, this role will support day-to-day initiative operations and communications including social media, print, thought leadership, content development, digital assets, public relations, conference coordination and external reporting during the launch of these two communities of practice. This role will maintain initiative microsites and other digital assets for the organization, support the knowledge management strategy and communications/brand protocols to ensure that communications and field building goals are met in line with organizational values and standards.

The Community Manager will work collaboratively with a high impact team in an entrepreneurial organizational culture. She/He/They will work closely with the Communications Team and across the organization to deliver content and community support that strengthens field building and program operations. This position requires capability and comfort managing the requests and needs of senior leadership with extreme attention to detail, creativity and flexibility to support the design and implementation of new strategies, the capacity to manage or switch among multiple tasks rapidly, ability to meet deadlines, and experience and ease with a variety of online tools and software.

Our ideal candidate will ensure high quality community and project management to guarantee
success for field building initiatives. She/He/They has experience developing communities of practice, exceptional organizational, oral and written communication skills and is able to develop and deliver engaging and strategic content to advance the learning goals of various initiatives. She/He/They is a ‘people person’ with great customer service skills and the ability to moderate online and offline conversations with our community, combined with tremendous management skills and creative thinking are essential.

**Essential Duties**

**Community Management**

- Co-Create the strategy, vision, and plan to grow the PE learning communities as part of helping to lead the charge for better, more meaningful and equitable outcomes for people and communities.
- Ensure that all members of PE learning groups and communities are well served, included in activities and able to inform growth and content needs.
- Work with project leads and teams to update the plan, including key messages and deliverables, to map community engagement activities to strategic business goals and team capacity.
- Serve as a bridge between PE staff and learning communities, facilitating information sharing across initiatives and teams, finding opportunities to spotlight Project Evident’s direct services work, and leveraging our network of partners.
- Build, sustain, and facilitate strong relationships with and among community members, ensuring an engaged network of partners through digital outreach, content development, curation of tools and resources, and event production.
- Maintain micro-sites content, and messaging to ensure information is up-to-date and consistent across platforms.
- Curate and update digital tools and assets.
- Manage operations of the community: adding new members, managing records, updating information, and collecting data.
- Update Project Evident’s Portal to ensure internal staff and stakeholders have access to key information and are informed of developments.
- Managing all of the promotion, operations, logistics and follow-up for in-person and virtual events, including roundtables, webinars, and other convenings.
- Co-monitor with teammates market trends and insights affecting initiatives and leverage to drive communications activities.
● Co-develop and manage content and project calendars that are aligned with goals and milestones outlined in the strategic communications plan.

● Build relationships with funders, network members, subject matter experts, PE team, industry professionals and journalists.

● Stay up-to-date with digital technology, information architecture and evidence building trends.

● Monitor and report on feedback and online reviews. Respond to comments and member queries in a timely manner.

● Organize and participate in events to build community and boost brand awareness.

Community Communications & Content Creation

● Closely collaborate with the communications team on content generation and event planning for each initiative.

● Support the development and editing of content for external communications across multiple platforms and audiences, working collaboratively with the communications team to ensure alignment of key messages, including:
  ○ Reports and case studies for print and web publication
  ○ Blog posts
  ○ Email newsletters
  ○ Conference proposals and presentations
  ○ Content for social media campaigns

● Co-develop and manage content and project calendars that are aligned with goals and milestones outlined in the strategic communications plan.

● Ensure that high standards of editorial quality are maintained in all communication deliverables, and that content is aligned with strategic objectives and brand goals.

● Ensure accurate and timely data entry into SalesForce to facilitate newsletters, outreach, annual reports, and campaigns.

Project Management

● Provide excellent project management for the information Architecture initiative, reporting to the Project Lead.

● Advance and maintain project management spreadsheets or Asana solutions coordinating across initiatives workstreams.
● Lead certain workstream in line with overall project management plans for both Information Architecture and the Actionable Evidence initiative.

● Optimize Project Evident’s technology stack to ensure clear and timely communications with internal and external stakeholders.

Other Duties

● Work directly with vertical and external stakeholders to develop, repurpose, leverage, and integrate content in line with Project Evident priorities

● Collaborate with the team to identify areas for improvement, integration, and/or deferral of content development in line with field building and ecosystem goals, key frameworks and messages.

● Support possible new community of practice initiatives that may be launched as demand and funding allow.

● Other duties as assigned.

Education and/or Experience

Minimum Requirements:

● Bachelor’s degree in marketing, communications or relevant field or equivalent experience.

● Prior experience (at least 2-3 years) as a community manager and project manager, preferably in the social or education sectors.

● Excellent project management and writing skills and demonstrated experience with digital and print content development, website maintenance, and social media.

Knowledge, Skills, and Abilities:

We are also looking for candidates that have:

● Excellent oral and written communication skills, with a proven ability to write and copy edit clear and concise narratives and presentations.

● Digital marketing experience, including hands-on experience making updates to websites, posting to social media, sending broadcast emails.

● Excellent project management skills with great attention to detail and ability to multitask.
Knowledge of evaluation, knowledge management, evidence building, and information architecture approaches, tools and stakeholders.

Ability to identify and track relevant community metrics (e.g. repeat attendance at events).

Ability to interpret website traffic and online customer engagement metrics.

Experience launching community initiatives (e.g. building an online forum, launching an ambassador program, creating an event series and writing an email newsletter).

High level of competence in portraying complex content in a clear, concise, and compelling manner. Data visualization and design skills are a plus.

Knowledge of and direct experience with digital publishing tools, including Twitter, LinkedIn, Hootsuite, MailChimp and content management systems.

Understanding of the social and education sectors.

High degree of proficiency with Google and Microsoft software including Docs/Word, Slides/Powerpoint, and Sheets/Excel.

Ability to design and field surveys and report findings back on a timely and useful basis.

Familiarity with group collaboration tools (we use Slack, Google Team Drive, Zoom) or willingness to learn.

Impeccable attention to detail and extremely high standards for accuracy.

Comfortable in a virtual, distributed environment with fast deadlines.

Experience working with diverse communities and a deep commitment to learning, performance, racial equity, and building a culture of belonging.

Organizational Relationships
The Community Manager reports to the Director of Communications & Field Building with a dotted line to the Senior Advisor Community Strategy and the Lead Director for Information Architecture. This role also collaborates closely with the Communications Associate and works collaboratively with staff, clients, contractors, and vendors on a weekly basis to meet goals in line with organizational values.

Physical Demands
- N/A
Work Environment

- Ability to work with a virtual team, preferably based in Boston.
- Expected to work 40-50 hours per week
- Up to 10% travel (in times when travel is standard practice and generally safe)

Submission and Interview Process

Candidates wishing to be considered for this position must submit a cover letter and resume to careers@projectevident.org.

Reasonable accommodation will be made so that applicants with qualifying disabilities may participate in the application process. Please advise in writing of special needs at the time of application.

Project Evident, a project of Tides Center, is an "at-will" and equal opportunity employer. Applicants and employees shall not be discriminated against because of race, religion, sex, national origin, ethnicity, age, mental or physical disability, sexual orientation, gender (including pregnancy and gender expression) identity, color, marital status, veteran status, medical condition, or any other classification protected by federal, state, or local law or ordinance.