Position
Associate Director of Communications and Engagement

Location
Washington, DC (preferred) or remote within the US

About the Organization
The National Council for Community and Education Partnerships (NCCEP) is a national, nonpartisan, nonprofit organization committed to increasing academic success and access to higher education for students from low-income communities. NCCEP’s mission is to build the capacity of communities to ensure that underserved students have the opportunity, skills, and knowledge to successfully pursue the education and training that will enable them to achieve their career and life goals. We work towards a future where all students are empowered and equipped with the education and training needed to succeed in a diverse and global economy. NCCEP works to achieve these goals by helping to create and sustain K-16 education partnerships.

Toward this end, NCCEP brings together colleges and universities with local K–12 schools, parent groups, businesses, government agencies, foundations, and community-based organizations to create systemic change in education. NCCEP provides leadership, advocacy, professional development, and technical assistance to college access practitioners. The primary program and constituency NCCEP serves is the Gaining Early Awareness and Readiness for Undergraduate Programs initiative (GEAR UP). For more information, visit edpartnerships.org.

Job Description
We are seeking a full-time Associate Director of Communications and Engagement to work closely with and report to the Director of Practice. The ideal candidate is a results-oriented, mission-driven professional who can work as part of a collaborative team, interact with a diverse group of stakeholders, and work independently to meet project goals. This role will support several programmatic endeavors aimed at supporting the GEAR UP ecosystem.

Primary Duties and Responsibilities
• Create an annual communications plan and manage communications and marketing strategies, including identifying audiences, goals, and methods. Assess strategies regularly with a focus on using data to drive decisions and continuously improve.
• Plan, write, design, and update organizational communications that adhere to brand guidelines. Channels include but are not limited to:
  o Website: Update website as needed, including creating new pages and indexing blog posts. Conduct an annual audit for broken links and other changes.
  o Electronic newsletter: Manage weekly electronic newsletters including soliciting information, creating content and images, editing, scheduling, and maintaining audience lists.
  o Social media: Design and schedule posts and videos for a variety of platforms which may include Facebook, Instagram, X (Twitter), LinkedIn, and YouTube. Monitor and engage audiences across platforms.
  o Digital and print materials: Create attractive and user-friendly marketing materials like handouts, reports, and postcards.
• Support external collaboration initiatives including co-leading the Communications Advisory Committee.
• Work collaboratively to market NCCEP’s programs including conferences and trainings.
• Create and conduct internal and external trainings on communications and marketing topics.
• Conduct research and writing for program deliverables, including presentations, reports, and training materials.
• Perform other duties as assigned by supervisor.

Qualifications and Requirements
• A deep appreciation of NCCEP’s mission of expanding educational opportunity for low-income, first-generation, and underserved students. Alumni of the GEAR UP program are encouraged to apply.
• Exceptional project management skills, attention to detail, and the ability to effectively manage a diverse work portfolio.
• Experience with website content management systems, email marketing services, and design software, as well as an aptitude for learning new technology platforms and programs. Experience with SquareSpace, MailChimp, Canva, and Adobe InDesign is a plus.
• Strong understanding of graphic design.
• Clear and concise written and oral communication skills. Fluency in Spanish is welcome.
• Strong interpersonal skills and enthusiasm for working with a diverse community of external and internal stakeholders.
• Excellent organizational skills; ability to work well under pressure.
• Must be a self-starter who can manage multiple projects, work well in collaborative settings, and is excited to launch new initiatives.
• Ability to travel out-of-state for up to six days annually during NCCEP’s Annual Conference in July.
• A minimum of five years of experience with nonprofit communications, digital communications, marketing or similar fields.
• Bachelor’s degree.

Compensation
This is a full-time exempt position with an annual salary range between $80,000 - $87,000 commensurate with experience.

NCCEP is an equal opportunity employer and deeply committed to diversity, equity, inclusion, and belonging. We focus on creating an environment that brings out the very best in our team as individuals and professionals. We offer a 35-hour work week (which may be completed in four days), and DC-based staff have the option to alternate between in-office and remote work. NCCEP provides a competitive retirement program and contributes an additional 6% of your salary towards a retirement plan that is vested after one year of service at NCCEP. Employees receive 22 days of paid leave (becoming 27 days after five years of employment) and a paid, week-long winter break. In addition, employees may participate in a full suite of insurance benefits that cover health, dental, vision, life, and disability needs.

How to Apply
Interested individuals should email a cover letter detailing how their skills and experiences align to this job description, a resume, and salary requirements with the subject line “NCCEP Associate Director of Communications and Engagement” to Juana_Adaniya@edpartnerships.org. No phone calls please.

Note that due to the high volume of inquiries, we will only contact those who are selected for an interview.

Priority deadline is February 22, 2024.