

Communications Coordinator

Education Reimagined seeks a Coordinator to support its Communications team and agencies in efforts to engage audiences and invite widespread support of the organization, its mission and its efforts to transform K-12 education.

Background

Education Reimagined is a national nonprofit organization, based in Washington DC, harnessing the power of visionaries and communities across the country to create and enact a new design for the public education system that is centered around learners, versus schools.

We recognize the obligation of public education to develop and prepare future generations. Education must lead to family-sustaining careers and fulfilling lives — so that all young people are equipped to contribute productively to communities, economies and democracy. The current public education system was designed more than 100 years ago to meet a specific, now outdated, need: to instill order and compliance, for predetermined roles in an industrial society. This structure has perpetuated long-standing inequities, resulting in the marginalization of entire communities.

Since 2013, Education Reimagined has successfully furthered the effort to build and advance the field of [learner-centered education](#). In seeking to enable learner-centered education as an option for all young people in the United States, we have convened and supported a community of practitioners who are successfully engaging children with learning that nurtures their agency, taps their interests and gifts, and offers experiences to explore and apply concepts in the real world.

Now the organization is laser-focused on advancing the creation of a transformed public education system via the development of [community-based, learner-centered ecosystems](#). We have ignited an R&D acceleration initiative to ignite this change. In this, the organization is sharpening the vision, coalescing the partners, marshaling the funding and resources, to establish these ecosystems as a viable, accountable and sustainable alternative design for public education.

In this work, we are launching a wide variety of marketing and communications efforts to raise awareness of the need for this change, to invite key audiences into conversations about the promise of community-based, learner-centered ecosystems, and to garner active support for this work. These efforts include launching national campaigns, staging summit and salon events, and producing digital and print resources and impact stories to engage audiences and invite participation. We are seeking a Communications Coordinator to join a growing communications team to advance this work.

The Position

The Communications Coordinator will manage and sustain the smooth operation of communications projects as the organization expands its engagement efforts. This includes:

- Coordination of content planning and execution:
 - Research of concepts, authors, sources, outlets and platforms for engagement
 - Management of timelines, author submissions and deadlines

- Editing and proofreading content for publications and submission
- Executing the deployment of content and assets
 - Managing the publishing process of our internal publication
 - Curating supplemental content, assets, visuals from partners and other stakeholders
 - Drafting social posts, kits and posting social media content and campaigns
- Tracking data and impact
 - Monitoring social media channels for opportunities and issues
 - Managing lists of influencers, media, partners for engagement
 - Tracking influencer and stakeholder activity via Salesforce
 - Tracking content performance for internal publications, website and external engagements
- Execution and administrative support
 - Supporting the staging of online and live events, conferences
 - Scheduling larger stakeholder meetings and follow-up

The background, skills and qualities we seek:

- Overall alignment with, and passion for our mission to transform public K-12 education. Excited by [A Transformational Vision for Education in the U.S](#) and [The Big Idea](#) of learner-centered ecosystems.
- A minimum of three years professional communications support experience at an agency or nonprofit organization.
- Strong Writing Skills: Excellent written communication skills, including the ability to draft press releases, articles, blog posts, and other written content.
- Editing and Proofreading with meticulous attention to detail: Demonstrated capacity in editing and proofreading to ensure all written materials are error-free and polished.
- Social Media Management: Familiarity with managing and posting content on various social media platforms, as well as an understanding of social media analytics.
- Email Marketing: Experience in email marketing campaigns and platforms, especially Mailchimp, to engage donors and supporters.
- Website Management: Basic knowledge of website content management systems (e.g., WordPress) to update and maintain the nonprofit's website.
- Time Management and Flexibility: Effective time management to juggle multiple tasks and meet deadlines.
- Data Management: Basic data management skills to organize and maintain contact lists, distribution lists, and media databases.

Education Reimagined's main office is located in Washington, DC; however, candidates do not need to be based in the DMV area. If this person is not DC-based, it will also require travel to Education Reimagined's main office in Washington, DC for 3-4 annual trips.

Compensation

Salary will be based on experience, skills, and location, beginning at \$60,000. Education Reimagined's compensation package also includes medical, dental, and vision coverage; generous paid time off; 17-19 paid holidays per year; a 401(k) plan; and a flexible work environment.

To Apply

To apply, please submit the following to Emily Bader at ebader@educationreimagined.org. Please include the position title in the email subject.

- Cover letter addressing your interest in the position and what makes you a strong candidate
- Resume including relevant work experiences