Marketing and Communications Specialist

Educators Rising is seeking an enthusiastic, creative Marketing and Communications Specialist who can help increase awareness of our organization and engage our national network of high school students, college students, and practicing educators. If you are passionate about education, trained in marketing and communications, skilled at connecting with a youth audience, and looking to be a part of an exciting education startup, we want to talk to you.

Organization Description:

Educators Rising (www.educatorsrising.org) is transforming how America develops aspiring teachers. Starting with high school students, we provide passionate young people with hands-on teaching experience, sustain their interest in the profession, and help them cultivate the skills they need to be successful educators. The result is a pipeline of accomplished teachers who are positioned to make a lasting difference — not only in the lives of their students, but also in the field of teaching more broadly.

Educators Rising is powered by PDK International, a professional network of educators that publishes the renowned Phi Delta Kappan magazine and the PDK/Gallup Poll of the Public’s Attitudes Toward the Public Schools. PDK is an umbrella organization that also includes Pi Lambda Theta (PLT), a collegiate education honor society.

Job Summary:

Focusing primarily on Educators Rising and Pi Lambda Theta (the high school- and college-aged audiences), the Marketing and Communications Specialist will work closely with senior staff to develop and execute the marketing and communications strategy. The Marketing and Communications Specialist will also assist with PDK International projects, as needed.

The Marketing and Communications Specialist will help ensure consistency of messaging and voice within each of these brands and will help promote the connections between them. This professional will also be responsible for helping bring our brand to life through our varied communications efforts including: social media, organization websites, e-newsletters and other internal and external communications; marketing campaigns; and public relations strategy and response.

Essential Job Functions:

- Project manage all marketing and communication needs
- Work with senior staff to develop and execute a marketing and communications plan that targets internal and external audiences and is based in research and best practice
- Develop metrics to ensure effectiveness of communications plans
• Curate high-interest content to increase activity on our social media channels
• Manage the development, distribution, and maintenance of all print and electronic collateral including, but not limited to, promotional materials for programs (ads, brochures, flyers), e-newsletters, and web copy. Includes maintaining a system to track program deadlines to ensure programs are promoted in a timely manner.
• Coordinate webpage maintenance to ensure that new and consistent information (article links, stories, and events) is posted regularly
• Coordinate the production of the Educators Rising annual conference materials, including promotional materials, conference signage, and the conference program book
• Lead the coordination and implementation of a new Pi Lambda Theta membership marketing campaign (in partnership with marketing firm)
• Serve as lead point person on media interactions that help promote and/or impact the organization
• Write press releases and presentations, as necessary
• Track and respond to relevant media trends and news stories
• Source and manage the marketing intern program for Educators Rising, Pi Lambda Theta, and PDK International

Qualifications:

• Bachelor’s Degree required
• 2-3 years experience in marketing and/or communications preferred
• Excellent writing/editing and verbal communication skills
• Demonstrated ability in drafting, editing, and proofreading documents with advanced proficiency in Word, Excel, PowerPoint and Outlook
• Salesforce (or similar CRM) and project management software experience a plus
• Creative and thoughtful on how new media technologies can be utilized
• A strong track record as project manager and an implementer who thrives on managing a variety of key initiatives concurrently
• Self-starter, able to work independently, and entrepreneurial; enjoys creating and implementing new initiatives
• Self-reliant, sound reasoning skills, good problem solver, results oriented
• Energetic, flexible, collaborative, and proactive; a team leader
• Ability to embody our brand characteristics (energized, expert, fresh, charismatic, powerful) and write and speak to teenagers in a relevant and authentic voice is critical

APPLY NOW!

To be considered for this role, please submit your resume and cover letter to HR@educatorsrising.org.

Deadline to apply: March 31, 2016

This position is salaried, commensurate with experience. It is based in the DMV (DC/Maryland/Virginia) in Arlington, VA. We are an equal opportunity employer. We do not discriminate on the basis of race, color, religion, gender, gender expression, age, national origin, disability, marital status, sexual orientation, or military status, in any of our activities or operations.