

Strong Start to Finish: Communications and Editorial Strategist

STATUS: EXEMPT

Who You Are

A Communications and Editorial Strategist for the Strong Start to Finish project at Education Commission of the States deepens and refine all aspects of communications with the goal of creating a stronger brand for our work. The Communications and Editorial Strategist will report to SStF's Associate Director.

Who We Are

[Strong Start to Finish \(SStF\)](#) is a network of higher education leaders and philanthropists, working together to address inequities in education. We address injustices in higher education by ensuring that every student is set up to pass credit-earning courses in English and math in their first year of college. By doing this, we aim to reform traditional developmental education (DE) practices which can be a barrier for student success. We are committed to the success of every student in college and place a particular focus on students who are racially minoritized, poverty affected and adults returning to college.

SStF works with higher education systems (Sites) and national organizations that are committed to advancing developmental education reforms. In addition to supporting systems and institutions to adopt and implement these reforms, we have funded research projects that address reform efforts and developed new resources (i.e., original research, best practice reports, implementation toolkits, etc.) for the field at-large and deliver technical assistance services to institutions in the SStF Network. SStF is based at Education Commission of the States.

[Education Commission of the States](#) partners with education policy leaders nationwide to address issues by sharing resources and expertise. We are proud to serve both the people who develop and implement education policy and the students who directly benefit from effective policy change. Every day, we provide education leaders with unbiased information and opportunities for collaboration because informed policymakers create better education policy.

We have been named by The Nonprofit Times for six consecutive years as one of the Top 50 Best Nonprofits to Work For. In the surveys conducted, Education Commission of the States' employees expressed the strongest satisfaction in the categories of leadership and planning, role satisfaction, work environment, relationship with supervisor, pay and benefits, and overall engagement. We are an equal opportunity employer offering competitive salaries and an outstanding benefits package. Education Commission of the States provides an exciting intellectual environment, a collegial workplace, flexible hours and an organizational structure that encourages teamwork.

Essential Duties and Responsibilities

Produce Communications Materials

- Lead collaboration with ECS Communications team and SStF authors to edit partner materials, blog posts, PowerPoints and meeting materials for content structure, voice, tone, grammatical errors and AP style. Review and manage graphic design and videography to align with the SStF brand.
- Manage and execute content strategy for the SStF blog, using data and analytics to drive decision-making.
- Implement social media strategy for SStF, including content development and analytics tracking.
- Oversee the development of visual materials.
- Participate in creation and implementation of convenings, including leading communications and marketing efforts.
- Engage in development and implementation of communications strategy for SStF.

Collaborate with Internal and External Partners

- Build key relationships with SStF staff and partners to develop, refine and implement content.
- Serve as liaison with the ECS Communications Team and SStF to create clear channels of communication between both and execute tailored plans for publications.
- Represent SStF in meetings with external funders and stakeholders.
- Collaborate with ECS Communications team to manage SStF website.

Monitor and Maintain SStF Resources

- Identify, regularly monitor, and analyze success metrics for communications efforts. Tailor strategy based on those metrics, track the effectiveness of communications and make recommendations for improvement to ECS Communications and SStF Director.
- Maintain SStF Writing Style Guide for publications, as needed.
- Create and manage a communications/content calendar for SStF that enhances its brand, reach and reputation, and identify opportunities to garner media coverage to cross-promote where applicable with key audiences and in the education field, in general. Content is developed by our partners and staff.

Engage in SStF/ECS Team Activities

- Write detailed memos on communications-related program activities for grant reporting.
- Work collaboratively on joint SStF projects related to communications, network management and grant management.
- Engage with team on proposal, selection process, and implementation of research-related projects.

- Perform other ECS duties as required (e.g., attend ECS-wide meetings and convenings, write detailed memos on program activities for grant reporting, participate in stakeholder engagements, etc.).

Required Skills and Qualifications

- Bachelor's degree.
- Demonstrated commitment to addressing racial and socioeconomic injustices in education.
- 3+ years of experience in communications, public relations, journalism or related field.
- Excellent oral and written communication, management skills, and teamwork capabilities
- Proficient in use of digital software and technology, including databases, and Microsoft Office.

Compensation and Benefits

Education Commission of the States offers competitive compensation and benefits, including health, dental, life, long term disability, vision insurance, a flexible spending account, a health reimbursement account and a yearly contribution to your 403b retirement plan. This position is located in Denver, CO. Salary for this position begins at \$60K.

Applying for the Position

Please prepare a resume, cover letter, and the following:

- Sample of a work-related communications or social media piece, which reflects your commitment to racial or socioeconomic equity.

Email these documents to Nicole Gibson/ ngibson@ecs.org. Please include "Communications and Editorial Strategist" in the subject line.

Research suggests that racially minoritized individuals and women may self-select out of opportunities if they don't meet all job requirements. We encourage individuals who believe they have the skills necessary to excel at Strong Start to Finish/ Education Commission of the States to apply for this role.

Please send a resume and cover letter e-mail to Nicole Gibson/ ngibson@ecs.org. Please include "Communications and Editorial Strategist" in the subject line.

All applications must be received by close of business Friday, February 3, 2023.

Education Commission of the States is an equal opportunity employer that believes in developing and supporting a diverse work force.