

Position Description: E3 Alliance Content Manager
Classification: Full-time Employee
Direct Supervisor: Senior Director of Communications

About E3 Alliance

E3 Alliance is a nonprofit organization leading the charge in the relentless pursuit of education transformation for Texas students. Founded in 2006, E3 Alliance is a Texas-based education collaborative that leverages data to serve as a catalyst to impact educational outcomes for all students—cradle to career. Partnering with school, community, and business leaders, E3 Alliance brings together diverse voices to collaborate and build a strong, equitable education pipeline that delivers a trained and educated workforce while creating long-term, systemic change.

Our Core Values: Collaboration | Data-driven | Equity | Learning | Relentless

E3 Alliance is an equal opportunity employer and has a Best Place for Working Parents 2025 designation for the 5th year in a row.

At E3 Alliance, we value both the effectiveness of remote work and the importance of in-person collaboration. E3 Alliance offers the flexibility of working remotely or coming into an office. Additionally, some in-person meetings are required. All staff must live in the greater Austin area.

Job Overview

E3 Alliance seeks a strategic and skilled Content Manager to lead how we effectively communicate research findings, policy recommendations, case studies, and related education stories to a wide variety of audiences.

This role requires the ability to translate complex research, often involving technical jargon, into clear, concise, and engaging content that resonates with diverse audiences.

The Content Manager will be responsible for creating high-quality written materials across various platforms, ensuring we communicate effectively and drive impact.

Duties & Responsibilities

Strategic Content Development

- Lead written content for the Communications team that aligns to the Strategic Communications Plan.
- Lead storytelling & narrative to communicate the E3 Alliance mission in an engaging, human-centered way that drives action.
- Develop and maintain the E3 Alliance Content Style guide, including a Plain Language policy.

- Maintain the Inclusive Language Guide.

Writing and Editing

- Work closely with other E3 Alliance teams to write, edit, and publish data reports, white papers, research papers, case studies, slide decks, op eds, websites, newsletters, speeches and talking points, video scripts, and social media content.
- Ensure E3 Alliance data and proposed strategies are well communicated, concise, easily understandable, and (when appropriate) actionable.
- Lead content narrative and summaries for all data on data.e3alliance.org in collaboration with the Research team.

Content Analysis

- Develop and/or work with personas to write the best messages for specific audiences and in specific mediums.
- Work with Research to assist in qualitative research, such as message testing and focus groups.
- Analyze content across email newsletters, social media, press, websites, print, and other online materials to determine success, and identify areas for improvement.

Manage Newsletters

- Manage email newsletter creation and email lists through Constant Contact.
- Analyze newsletter data to ensure our campaigns are high impact, actionable, and useful.

Manage Contractors

- Manage writers, editors, and other content contractors and consultants, as needed.
- Manage fellows and/or interns, as needed.

Qualifications

Education

Postsecondary degree or advanced certificate in English, journalism, communications, marketing, or related field. In lieu of degree, four years of additional work experience is acceptable.

Experience

- 3-5 years of experience in content creation, writing, editing, marketing, and/or communications field.
- Experience working in education, research, or other technical profession preferred.

Required Specific Skills

- Exceptional writing, editing, proofreading, and grammatical skills, with a strong attention to detail and accuracy.
- Experience writing with inclusive, people-first, and accessible language.

- Strong research and interviewing skills, with the ability to understand and synthesize complex information.
- Demonstrated experience translating complex information into clear and engaging content for diverse audiences.
- Ability to give and receive constructive feedback in a professional manner.
- Knowledge of best practices when writing for different mediums, including social media, newsletters, print, and website content.
- Experience working with brand and/or content style guidelines.
- Excellent organizational and time management skills.
- Ability to work independently and collaboratively within a team environment.
- Strong verbal communication skills.
- Highly organized with strong project management skills.
- Excellent interpersonal skills.
- Experience managing contractors, junior writers or editors.
- Experience with Microsoft Office suite (Microsoft Word, Excel, and PowerPoint) and Google Drive (Docs, Sheets).

Preferred Skills

- Bilingual in English and Spanish, a plus.
- Experience working with Canva, Hootsuite, Constant Contact, and web content management systems (CMS), preferably WordPress, a plus.
- Experience writing content for or about Texas education, workforce, or government, plus.
- Experience developing and maintaining brand voice and style guidelines, a plus.

Compensation and Benefits

E3 Alliance is supported by founding partner Austin Community College District (ACC), and through this partnership utilizes ACC payroll and human resource systems. Through ACC, E3 Alliance staff have access to ACC compensation and benefits systems, including generous vacation and sick leave, insurance, and other benefits.

Salary Range: \$75,000-\$82,000

- Salary based on experience and expertise
- Health care and dental insurance, TRS retirement benefits, disability insurance, and other standard ACC benefits
- E3 Alliance is unable to support candidates who require sponsorship to work in the United States
- This position is grant-funded, but does not have a defined timeframe and is intended to be a full-time, ongoing position

To be considered for this position applicants must complete both of the following steps:

- [Submit an ACC application](#), includes uploading your resume
- Complete the E3 Alliance Employment Questionnaire: [E3 Alliance Employment Questionnaire](#)