E3 Alliance
Education Equals Economics

Communications Manager (Public Relations or Strategic Content)

Classification: Professional - Full Time Professional - Exempt
Direct Supervisor: E3 Alliance 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: Trustworthy | Collaborative | Intentional | Resolute

E3 Alliance is an equal opportunity employer and has a Best Place for Working Parents 2026 designation for the 6th 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, with some in-person meetings required. All staff must live in the greater Austin area.

Position Overview

E3 Alliance seeks two highly collaborative, multi-dimensional Communications Managers: one specializing in Public Relations and one specializing in Strategic Content. Both roles will support all E3 Alliance departments to translate research into compelling stories that drive action in a variety of media. Applicants will indicate which position they would like to be considered for.

Both Communications Managers dedicate 75% of their time on shared Communications Department core duties. Core duties include collaborating with each E3 Alliance department to accomplish their communications goals, translating complex research into clear, compelling messages for a variety of audiences, and producing digital and print materials ranging from two-page policy briefs, social media content, and event signage.

You have a comprehensive skillset with experience in writing and editing, storytelling, graphic design, and event logistics support.

The remaining 25% of each role is focused on a specialization:

- **Public Relations (25%):** Earned and paid media relations, including writing and pitching press releases, managing media inquiries, building strong relationships with the press, coordinating advertising campaigns, and managing social media to create genuine, enthusiastic engagement in E3 Alliance's work.
- **Strategic Content (25%):** Content strategy and publishing, including deep collaboration across departments to publish data reports, research briefs, research papers, case studies, best practices, and policy briefs; leading website content narrative to ensure comprehension and accessibility; and maintaining E3 Alliance's content style, plain language, and inclusive language resources.

Skills & Qualifications

Required Technical Skills:

Both Positions

- Strong writing and editing skills with meticulous attention to detail to ensure accuracy, clarity, and brand consistency.
- Demonstrated experience translating complex data or research into clear and engaging copy for a range of audiences and experience levels.
- Demonstrated experience creating copy and design for integrated marketing campaigns across print, digital, and web.
- Proficiency with Microsoft Office suite, including Word, Excel, PowerPoint, and Teams, and Google Drive, including Docs, Sheets, and Slides.

Public Relations Position

- Experience drafting press releases, pitching media, and executing effective advertising campaigns.
- Strong graphic design skills with a demonstrated proficiency in transforming complex information into compelling, accessible visual design.
- Experience with Adobe Creative Suite (InDesign, Photoshop, and Illustrator) and/or Canva.

Strategic Content Position

- Experience producing content in collaboration with researchers, data analysts, or similar technical experts.
- Demonstrated ability to thrive in ambiguity—independently investigating, asking the right questions, and transforming unstructured or jargon-filled materials into clear, accessible, and actionable insights.

Required Professional Skills: (i.e. Written communication, Strategic thinking, Cross-functional collaboration, Deadline management & attention to detail, etc.)

Both Positions

- Ability to work within a close-knit, creative team-oriented environment.
- Highly organized with strong project management skills. Ability to manage multiple concurrent deadlines and deliverables.
- Ability to actively listen to, engage, and collaborate with non-communications professionals.
- Experience working with an established brand style guide.
- Experience providing logistics, design, and marketing support for events.
- Excellent verbal communication skills.
- Excellent people skills.
- Experience providing feedback to peers with clarity, kindness, and curiosity.

Public Relations Position

- Experience building and deepening relationships with the media.
- Demonstrated experience building a genuine connection with audiences in social media.

Strategic Content Position

- Ability to collaborate across cross-functional teams, harmonizing technical precision, institutional terminology (such as TEA guidelines), and plain-language accessibility into clear, unified communications.

Required Education & Experience:

Both Positions

- Postsecondary degree or advanced certificate in journalism, communications, public relations, marketing, design, or a related field OR equivalent of 5+ years of professional experience required.

Public Relations Position

- At least 5 years of experience in public relations, content creation, social media marketing, and/or marketing communications, preferably in the education or nonprofit sectors.

Strategic Content Position

- At least 5 years of experience in journalism, marketing communications, writing, or similar, preferably in the education or nonprofit sectors.

Preferred Qualifications:

Both Positions

- Bilingual in English and Spanish.
- Experience with search engine optimization (SEO) and digital analytics tools (Google Analytics).
- Professional familiarity with the Texas education, workforce, or public policy sectors.
- Experience with WordPress or similar.
- Experience writing or creating for video, podcasts, radio, and other multimedia.

Public Relations Position

- Experience working with Google Ads.
- Experience working with media monitoring software (Prowly or similar), Customer Relationship Manager (CRM), newsletter software (Constant Contact or similar), and social media monitoring software (Hootsuite or similar).
- Experience producing or working in podcasting.

Strategic Content Position

- Graphic design skills OR a demonstrated eye for design with an interest in further developing graphic design skills.
- Experience with Adobe Creative Suite (InDesign, Photoshop, and Illustrator) and/or Canva.
- Experience writing to Web Content Accessibility Guidelines (WCAG) 2.1.
- Experience managing a content style guide.

Primary Duties and Responsibilities:

Shared Communications Core (75%)

- Write and edit compelling, concise, and actionable copy for integrated media campaigns across print, digital, and web.
- Work in cross-department collaboration to produce slide decks, newsletters, websites, posters, invitations, video content, and social media content.
- Design clean, professional visual graphics for materials such as reports, research briefs, one-pagers, slide decks, flyers, and event invitations, ensuring strict adherence to E3 Alliance Brand Style Guidelines.
- Collaborate to produce email newsletters, including list segmentation, establish and monitor campaign metrics, and write and edit content for different stakeholder groups to drive action.
- Work closely with E3 Alliance departments to provide cross-department communications support with writing, editing, and graphic design. Ensure a high standard and consistent content style across all communications.

- Collaborate across departments to support successful events, including writing and design event materials, provide printing support, and assist in event logistics before, during, and after events.

Public Relations Specialization (25%)

- Collaborate with Communications colleagues to produce effective, impactful social media that drives action and impact.
- Monitor social media channels for social media performance, mentions, and trends, and identify opportunities for engagement.
- Build and create genuine connection with audiences in social media.
- Write, edit, and distribute press releases.
- Serve as a primary contact for media inquiries.
- Build and maintain relationships with journalists, and coordinate media interviews or press briefings.
- Manage planning, executing, and tracking advertising campaigns (e.g., Google Ads, social media advertising, etc.).
- Manage advertising campaign budgets.
- Support and prepare E3 Alliance staff for interviews and presentations.

Strategic Content Specialization (25%)

- Collaborate across departments to produce reports, briefs, white papers, one pagers, and policy briefs. Ensure data is well communicated, concise, easily understandable, and accessible.
- Collaborate across departments to produce case studies, best practices, and other resources.
- Lead content narrative for websites including data.e3alliance.org, e3alliance.org, and other future digital experiences.
- Maintain and evolve E3 Alliance's internal content resources, including the plain language guide, content style guide, and inclusive language guide. Collaborate with Research on Data Language Dictionary.

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

Applicants will indicate which position they would like to be considered for: Communications Manager (Public Relations) or Communications Manager (Strategic Content).

To be considered for either 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