Position Description: E3 Alliance Visual Communications Coordinator
Classification: Full time Professional - Exempt
Direct Supervisor: E3 Alliance Director of Communications and Community Engagement

Position Description
The Visual Communications Coordinator is responsible for executing E3 Alliance communications and branding strategies through creating engaging, relevant, and timely visuals for messaging across all channels. This role reports to the Director of Communications and Community Engagement and provides a shared service to other E3 Alliance teams. The Visual Communications Coordinator will be responsible for designing printed and online materials including presentations, blogs, newsletters, collateral, infographics, logos, and videos. This role will work closely with internal teams that produce external communications including Collective Impact, Research, and Investor Development as well as collaborate with other communications team members. The Visual Communications Coordinator will also work closely with the E3 Transformation Services team to help grow and perfect our brand and support marketing outreach throughout the state of Texas.

To be successful, this person must be a graphic design wizard, able to take written words and data and transform them into compelling and engaging visual stories and narratives that targeted audiences can understand and relate to. This person must be able to understand E3 education initiatives and services and effectively communicate to various audiences including educators, families, students, businesses, and funders how they support our mission, The Blueprint for Educational Change, and overall student success.

Primary Duties and Responsibilities:

• Support the communications strategy for key constituent groups through relevant infographic, web, video, and print design for targeted audiences across channels.
  o Develop engaging visuals for businesses, families, students supporting campaigns e.g., Attendance (Missing School Matters), School Readiness (Parent Guide), Math Matters (student/family messaging)
  o Develop one-pagers, collateral, and presentations supporting Transformation Services marketing and outreach to build our brand across the state of Texas to scale our impact
  o Visually tell our story through social media, videos, webinars, presentations, collateral, meet-up events, and email campaigns
  o Develop collateral for development fundraising campaigns e.g., Champions Council, Legacy Trust
  o Ensure external communications have a consistent look and feel
• Work closely with E3 research, collective impact, development, and Transformation Services staff to effectively represent the work of E3 Alliance and build our brand in all communications
  o Participate in internal team meetings to understand initiatives, strategies, and context
  o Interpret E3 initiatives and research/analytics for communications for various audiences, including “story telling,” presentations, infographics, newsletters, blogs, print collateral, web content, and social media
• Provide communications support for events, forums, research, and other announcements
  o Work with our Events Coordinator to develop and implement communication/marketing for E3 Alliance events and programs
  o Develop media outreach and collateral (e.g., social media postings, constant contact, website postings) for external events
  o Create visually engaging social media content in support of events, research findings, Blueprint goals, and other milestones
• Support and assist staff in external presentations and communications
  o Design and develop presentation templates, themes, and assist staff with layout, images,
editing and proofing collateral, communications, and presentations ensuring a high standard and consistency across all media

- Provide content and editing support for collateral, messaging, videos, webinars, slides, graphics, and marketing materials
- Update and maintain print and electronic materials per the master calendar ensuring all E3 collateral, website content and other published materials are up to date
- Other duties as assigned

**Skills/Qualifications:**
- College degree or equivalent in graphic design, marketing, communications, or related field
- 3-5 years of graphic design, marketing, and/or communications experience, preferably in education or nonprofit space
- Experience with design of high-quality graphics, content for webinars, and video editing or production
- Proficiency with the Adobe Creative Cloud suite of software
- Self-starter with strong collaboration and project management skills
- Team-oriented, ability to work in a close-knit, entrepreneurial environment
- Highly organized, with the ability to initiate and manage projects, balance competing priorities, and multi-task
- Excellent written and oral communications skills
- Results-oriented, self-motivated to be productive and driven by sense of urgency
- Demonstrated proficiency in transforming complex information into engaging and understandable graphics and visuals in a consistent look and feel appropriate to a range of stakeholders from senior executives to families
- Strong attention to detail
- Commitment to quality internal and external customer service
- Alignment with our Core Values and “Best At’s”

**Preferred Qualifications:**
- Experience with Wordpress, or similar website content management system
- Proficiency with Microsoft Office suite, collaboration applications (MS Teams, OneDrive, Power Point, Google Drive)
- Prefer minimum 3-5 years of experience working with workforce and/or educational institutions from the public, private, or non-profit sectors in Central Texas
- Bilingual English/Spanish strongly preferred
- Work experience in a fast-paced, mission-driven work environment

**Performance Expectations and Review**

Performance reviews will be conducted annually. Areas of evaluation may include but will not be limited to:

- Success in carrying out duties as required by above job description
- Willingness to work as a strong team member
- Alignment with E3 Alliance Core Values and “Best At’s”
- Ability to take guidance and supervision
- Compliance with E3 Alliance Policies and Procedures