

Position Description: E3 Alliance Communications Coordinator

Classification: Full-time Employee

Direct Supervisor: Director of Communications, Marketing and Community Engagement

The E3 Alliance Mission is to transform education systems through data and collaboration so all students succeed. We are nationally recognized for our passion and success in transforming education to improve equity and student outcomes. The Communications Coordinator is a dynamic position with opportunities to learn, grow, and improve educational outcomes and equity for students across our region and state.

Position Description

The Communications Coordinator will be an active team player in the Communications Department at E3 Alliance. We're looking for someone who believes rhetoric matters and that words, images, data, and effective collaboration can change the world. The Communications Coordinator will plan and support external events, write, edit and post electronic content and maintain other written materials on the E3 website. In addition, they will promote the E3 Alliance through the media, public relations, and multiple social media channels. The Coordinator will be passionate about equity in education no matter a student's skin color, neighborhood, family income, or identity and will support effective communications to help achieve the E3 Alliance mission of changing education systems to help all students succeed. We are looking for a skilled communicator who can take data, research, and innovative ideas and create content for varied audiences, including Superintendents, policymakers, parents, and students. This role reports to the Director of Communications and will work closely with other E3 staff.

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

E3 Alliance is an equal opportunity employer, and has a Best Place for Working Parents 2022 designation.

Ideal Candidate

The ideal candidate has experience with event planning and logistics in the Central Texas region and some professional experience with social media marketing. The candidate must have excellent verbal and written communication skills (bilingual or multilingual preferred) and work effectively both independently and as a collaborative team member. They must have a proven ability to manage multiple projects simultaneously while paying attention to detail. Candidates with professional experience using Facebook, Twitter, Instagram, YouTube, or similar social media channels are preferred. Copy editing, content creation, website content maintenance, and working within brand standards required. Meeting facilitation skills, media relations experience, and experience with Adobe products is a plus. Experience with the Central Texas education sector is ideal.

The ideal candidate would bring experience in communications, including traditional and social media and targeted audience messaging, events management, and content development, graphic design OR some combination of these

Event Responsibilities

Our Communications Coordinator will plan and coordinate logistics, including webinars, research-focused learning events, legislative data dives, and other large presentations/events, typically for two-to four-hour events with ~100-300 attendees. This role will work closely with event owners, the Director of Communications, and other E3 staff to ensure all events are well planned and executed for the needs of different target audiences. To be successful, this person must work at a high level coordinating the

strategic event calendar for the organization and work simultaneously with multiple event owners on multiple events at different stages of execution.

Content Creation and Maintenance Responsibilities:

This role will help write and edit marketing materials, update existing material, generate original work and collateral, email messaging campaigns, toolkits, websites, newsletters, press releases, guides, and reports to reach various E3 Audiences. Additionally, this role is responsible for E3 Alliance’s social media presence and activities to promote attendance at our events, research findings, public relations, progress toward Central Texas Blueprint goals, announcements regarding grants and funding, and other organizational updates.

Primary Responsibilities, depending on candidate strengths and fit with E3 team:

- Coordinate educational event logistics, including virtual and in-person events, venues, budget, vendors, invitations, food and beverages, materials, staff assignments, planning meetings, and post-event evaluation, including internal and external feedback. Work with E3 staff and others to deliver content for these events effectively
- Maintain the Master Event Calendar ensuring visibility to rolling one to two-year horizon
- Create, edit and maintain written and electronic communications and marketing materials (one-pagers and other collateral, email messaging campaigns, toolkits, newsletters, graphics, press releases, guides, and reports), ensuring that objective data and achieving systemic equity are common themes
- Develop and coordinate Social Media Activities - work with Director of Communications and other staff to develop regular and timely social media posts in support of events, research findings, grants, and funding received, Blueprint goals, partner announcements, and other milestones
- Manage Social Media relations, including managing partner and influencer relationships, responding to social media inquiries, or redirecting to appropriate staff in a timely and professional manner
- Monitor, track, and report on social media performance
- Support day-to-day content maintenance and ensures website changes and additions are published in a timely and accurate fashion
- Support media relations duties including developing press releases, responding to media requests, media buying, and orchestrating responses from media inquiries with input from appropriate departments
- Assist in the planning and development of advertising/promotional campaigns/strategies
- Support production of public service announcements and videos for educational and promotional use

Required Education / Skills / Experience

- Bachelor’s Degree or equivalent
- At least 5 years’ experience in a related role
- Professional experience in planning and coordinating events
- Professional experience with social media marketing
- Experience with traditionally marginalized and global majority populations
- Team-oriented, ability to work in a close-knit, entrepreneurial environment
- Highly organized, with the ability to initiate and manage projects, balance competing priorities, multitask and plan and conduct efficient meetings

- Excellent written and oral communications skills
- Results-oriented, self-motivated to be productive and driven by sense of urgency
- Experience with Microsoft Office suite, collaboration applications (MS Teams, SharePoint, Google Drive)
- Experience with social media and website analytics
- Ability to marshal resources and volunteers to events
- Demonstrated commitment to valuing diversity and contributing to an inclusive working and learning environment
- Alignment with the mission and vision of E3 Alliance

Preferred Skills/Experience

- Experience with copywriting and editing of marketing materials
- Experience with Wordpress, or similar website content management system
- Experience with design of high-quality graphics
- Experience with SEO
- Experience developing, adopting, and evolving equity-first language
- Knowledge of public information, marketing, public relations, media relations programs
- Knowledge of the principles associated with the role of meeting the necessary standards of customer service
- Bilingual or multilingual preferred

Compensation and Benefits

Austin Community College is a founding partner of E3 Alliance and through this partnership E3 utilizes ACC payroll, human resources, and benefits systems.

- Salary based on experience and expertise, as well as comparable pay for similar positions at other non-profit institutions
- “Senior” may be added to the title based on communications experience
- Health care and dental insurance, TRS retirement benefits, disability insurance, and other generous ACC benefits are available depending on hours and contract basis of work

Title and compensation will be commensurate with experience.