



Position Title: Communications Associate

Position Overview

Advance CTE: State Leaders Connecting Learning to Work is seeking a Communications Associate to help implement a communications strategy that promotes the organization’s mission, vision and work. The ideal candidate will have communications experience, have a passion for working in a mission-driven non-profit organization, and be a team player committed to getting results in a fast-paced environment. This position provides a unique opportunity to support states in their communications and advocacy efforts, create communications materials across a multitude of platforms, and support the organization’s effort to make the case for Career Technical Education (CTE) to a variety of audiences to help ensure all students have access to high-quality CTE and preparation for the careers of their choice.

About Advance CTE

Advance CTE supports an innovative CTE system that prepares individuals to succeed in education and their careers and poises the United States to flourish in a global, dynamic economy through leadership, advocacy and partnerships. Established in 1920, Advance CTE is the longest-standing CTE-focused national non-profit, representing State Directors and state leaders responsible for secondary, postsecondary, and adult CTE across all 50 states and U.S. territories. For more information, see www.careertech.org

Primary Responsibilities:

The Communications Associate, who will report to the Communications Manager, will:

Directly support and implement Advance CTE’s communications strategy:

- Inform and implement a strategic communications plan that will support and enhance the full range of Advance CTE/The Center to Advance CTE projects, initiatives and organizational goals.
- Oversee CTE: Learning that Works for America®, a national branding campaign, by engaging and supporting the membership in the use of the communications resources.
- Develop case-making materials including talking points, fact sheets and case studies.
- Support *Strategies for Attracting Students to High-Quality CTE*, a two-year project supporting states and local communities in their efforts to attract and recruit students into high-quality CTE programs including working directly with states, assisting in the creation of tools and resources and learning the communications research in-depth to communicate it to a variety of audiences.
- Assist in developing marketing materials for events, publications and tools targeted towards a variety of audiences.
- Assist in the administration of the Excellence in Action awards, recognizing high-quality CTE programs from across the country.
- Maintain the organization’s brand and style guidelines.
- Copy edit briefs, reports and tools.

Press/Media Engagement:

- Develop and cultivate media sources.
- Draft news releases, articles, publications and other content to build awareness of and promote the work of Advance CTE/The Center to Advance CTE and the importance of CTE.
- Support and implement organizational social media strategy.

Database and Website Support:

- Develop a schedule for website updates and routine maintenance, support updates to the website in alignment with the goals of the strategic communications plan, including overseeing content

management, site navigation, search engine optimization, etc. and coordinating with other staff members who are responsible for project- or event-related content.

- Support the implementation of a blog strategy including authoring content and coordinating with other staff members and external partners who contribute content.
- Manage membership outreach lists including CiviCRM database, e-newsletter subscription service and Learning that works for America campaign contacts.

Other:

- Develop an ongoing understanding of CTE and the role of Advance CTE/The Center to Advance CTE in serving the CTE community.
- Occasionally travel, staying within established spending guidelines, and be requested to work flexible hours in response to member and media requests; as well as, attend conferences and Board meetings in the early morning hours or late evenings.
- Other duties as assigned.

Required Qualifications/Skills:

- Bachelor's degree or equivalent with focus on communications, marketing, public policy or journalism plus three years of related experience in communications (or relevant Master's degree) with familiarity of modern media relation strategies, public relations, marketing, editing, media tools, blogs, social media, news releases, etc.
- Ability to develop and maintain positive relationships with a wide variety of people, including but not limited to, staff, government officials, State Directors, key stakeholders, community partners, media
- Excellent English language oral and written communication skills, proficiency in spelling, punctuation, citations, grammar and content; including public speaking with a style appropriate to the audience.
- Experience in serving as organizational copy editor.
- Ability to think critically, use good problem solving judgment, and take complex ideas and present them in a style for a layperson's understanding.
- Ability to work independently, accurately and meet deadlines and simultaneously manage multiple projects/tasks.
- Ability to receive and provide constructive feedback.
- Knowledgeable of standard office equipment and computer software programs, such as Word, Excel and PowerPoint.
- Handle confidential and sensitive information with discretion.
- Hold a valid driver's license within the commuting areas, have access to a reliable car with current insurance or access to a reliable/flexible transportation source.

Preferred Skills:

- Knowledge of the field of education or workforce development.
- Experience working with a nonprofit, membership organization, and/or with states.
- Knowledge of Adobe Suite including Photoshop, Illustrator and InDesign preferred.
- Knowledge and experience working with CiviCRM or similar CRM system preferred.

Supervision Received:The Communications Associate works under the direction of the Communications Manager

Supervision Exercised: None

Compensation depends on experience and is highly competitive.

How to apply

Please send a cover letter, resume, two writing samples, and reference and salary history to careers@careertech.org by January 5, 2018.