



Position Title: Communications and State Engagement Associate

Position Overview

The Communications and State Engagement Associate will help implement a communications strategy that supports state leaders in their communications and outreach efforts, and advances Advance CTE's mission, vision and priorities. The ideal candidate will have communications experience; experience working directly with states, members or organizations regarding communications or policy; have a passion for working in a mission-driven, non-profit organization; and be a team player committed to getting results in a dynamic environment.

This position provides a unique opportunity to provide direct technical assistance to states to support their communications and advocacy efforts, create communications materials across a multitude of platforms used by state and local leaders across the country, and make the case for Career Technical Education (CTE) to a variety of audiences to help ensure each student has access to high-quality CTE and preparation for the careers of their choice.

About Advance CTE

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. Our mission is to support visionary state leadership, cultivate best practices and speak with a collective voice to advance high-quality CTE policies, programs and pathways that ensure career success for each learner.

Our organizational culture and core values are guided by our [vision](#) and [equity](#) statements, which are driven by a fierce commitment to serving our members and increasing equitable access and success in high-quality CTE. To achieve this, we are a highly collaborative team that values initiative. We hold ourselves to high expectations in terms of being content experts who are inquisitive learners, producing best-in-class work, being efficient and productive, and balancing listening and leading. We respect and expect strong communication (written and verbal) and encourage staff to identify improvements and contribute to building solutions. For more information, see www.careertech.org.

Primary Responsibilities:

The Communications and State Engagement Associate, who will report to the Director of Communications and Membership, will:

Communications research and state engagement

- Manage the day-to-day coordination of communications research focused on students and families with a specific focus on those from diverse backgrounds, including attending focus groups and coordinating with the research firm.
- Learn the communications research in-depth and communicate it to a variety of audiences.
- Develop resources and tools to help states communicate about CTE and CTE-related issues at the state and local levels.

- Assist in the delivery of direct technical assistance both virtually and in person to states and communities around communications, messaging and recruitment of students into CTE programs.
- Support and coordinate cross-state and cross-site cohorts to share lessons learned.

Directly support and implement Advance CTE’s communications strategy:

- Inform and implement a communications strategy that will support and enhance the full range of Advance CTE projects, initiatives and organizational goals.
- Develop case-making materials including talking points, fact sheets and case studies.
- Copy edit briefs, reports and tools.
- Draft news releases, articles, op-eds, publications and other content to build awareness of and promote the work of Advance CTE and the importance of CTE.

Engage with and support Advance CTE members:

- Respond to member requests for communications-related resources.
- Coordinate with other staff to produce newsletters, blog updates, social media/web content, presentations, articles, etc. to ensure the Advance CTE membership is up-to-date on relevant research that impacts or affects CTE.
- Attend and support Advance CTE conferences and meetings.

Other:

- Develop an ongoing understanding of CTE and the role of 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:

- Advance CTE values both education and work experiences that demonstrate the ability to perform the essential duties and responsibilities of this position and estimates that a minimum of three to five years of related experience is necessary to carry out the duties of this position. In your cover letter, explain how your combination of education and work experience demonstrates your ability to develop and share knowledge that empowers the field.
- 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, partner organizations, media, consultants.
- Excellent English language oral and written communication skills, proficiency in spelling, punctuation, citations, grammar and content.
- Copy editing experience.
- 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 accurately and meet deadlines and simultaneously manage multiple projects/tasks.
- Ability to receive and provide constructive feedback.

- Excellent collaboration skills, particularly in soliciting and incorporating critique and feedback from multiple stakeholders. The candidate must work collaboratively with others, in groups large and small, as well as independently.
- Knowledgeable of standard office equipment and computer software programs, such as Word, Excel and PowerPoint.

Preferred Skills:

- Knowledge of the field of education or workforce development.
- Experience in presentation and facilitation of small and large groups.
- Experience working with a nonprofit, membership organization, and/or with states.

Travel Required: Up to 15% of the employee's time may be spent on non-local travel to carry out the duties of the position.

Supervision Received: The Communications Associate works under the direction of the Director of Communications and Membership

Supervision Exercised: None

Compensation depends on experience and is competitive with the education non-profit sector. Benefits include, but are not limited to: a casual work environment and no-cost health care for the employee; phased in benefits include a \$155 per month transportation subsidy, 9% contribution to 401(k) plan (no match required), and the week off between Christmas and New Year.

How to apply

Please send a cover letter, resume, two writing samples, and reference and salary range to careers@careertech.org.