Position: Communications Manager, Digital
Location: Remote
Employment type: Full-time, Exempt
Reports to: Director of Communications

Mission

EdReports.org is at the forefront of the curriculum reform movement. By increasing the capacity of educators to identify and demand the highest quality curriculum, EdReports.org is both disrupting a multibillion dollar market and transforming the way students are taught and ultimately perform. With the firm belief that what is taught matters and that all students deserve high quality materials, EdReports.org publishes free, online, evidence-rich reviews of instructional materials.

Purpose of Position

The Digital Communications Manager will play a vital role supporting the communications team in developing and executing integrated campaigns to deliver on EdReports' mission to improve public education. Our ideal candidate is a self-starter, strategic thinker, and strong communicator who can support our organizational goal of more than five million website visits with a focus on ensuring all districts, particularly those supporting our most underserved students, are reached. S/he has a high level of expertise with social media best practices and is able to quickly connect the dots between how a user experiences content across multiple channels. S/he thrives on data and can analyze marketing data and metrics to constantly adjust content to meet goals. The Digital Communications Manager is able to drive search results and website visitation by leveraging his/her knowledge of SEO and SEM. The ideal candidate for this role has new ideas and perspectives to bring to the table, and also has the technical ability and know-how to execute those ideas.

Key Responsibilities

Digital Communications Channel Management - 65%

- Work closely with the communications team to develop and execute content and campaigns;
- Develop, execute, and optimize an SEO strategy, working with the comms team to incorporate SEO best practices;
- Serve as primary administrator for EdReports social media accounts; manage daily posts, direct messages, updates, and compliance requirements to ensure the organization is in good standing;
- Build email campaigns and communications in Pardot, EdReports' eCRM platform and monitor email growth initiatives;
- Execute and maintain paid advertising strategies (Google Ads, Facebook and LinkedIn); track and communicate performance on a rolling basis; execute A/B testing plans to optimize campaigns;
- Maintain KPI dashboards to measure effectiveness of efforts; Pull and analyze data from Google Analytics, social platforms, and the eCRM and help draft memos on campaign results and quarterly online performance;

- Create and share internal forms and documentation outlining communications guidelines, "how-to" resources, and opportunities to submit information or lessons learned from the field;
- Partner with colleagues across the organization to build relationships, collaborate effectively, and inform content; and,
- Ensure all digital marketing initiatives are fully aligned to the annual communications plan, and assist in maintaining the company's image, identity and communication style across all creative platforms.

Website and Systems Management - 25%
- Be the primary administrator for EdReports' marketing systems: website CMS (Google App Engine), Gather (content operations platform), API CMS, Pardot (eCRM);
- Day to day management of website, including: coordinating and executing report releases, coordinating lightbox implementation, creating new web pages and landing pages, updating or removing content, and troubleshooting issues; and,
- Manage and implement online data collection strategies including web forms and surveys for segmentation and web-specific integrations in collaboration with Salesforce and other systems.

Product Development and Graphic Design - 10%
- Design, develop, and produce digital and print materials that are high quality, aligned to channel best practices, and in brand. Key projects include, but are not limited to: Social media shareables, email marketing collateral, event graphics, signage, flyers, fact sheets and one-pagers;
- Complete image requests by reformatting graphics into varied specifications across multi-media platforms; and,
- Complete basic video editing and production projects (preferred).

Qualifications
- Passion for the EdReports' mission and vision;
- 3-5 years of digital marketing and analytics experience with an emphasis on social media strategy;
- Digital marketing campaign planning and management experience;
- Advanced experience in data tracking, analytics collection and analysis with a focus on Google Analytics;
- Experience in SEO, including keyword research, ranking factors, analysis, backlinks, etc., preferred;
- Experience with Facebook Ads and Google AdWords and digital advertising strategies;
- Experience running marketing automation platforms; Pardot preferred;
- Knowledge of basic HTML and advanced WYSIWYG use;
- Ability to work independently and collaboratively;
- Track record of delivering quality work on time;
- Experience in K-12 education, preferred;
- Fluent in MS Office suite (Excel, PowerPoint, etc.), required;
- Adobe Creative Cloud including: InDesign, Photoshop and Illustrator strongly preferred;
- Video editing software experience (e.g. Final Cut Pro 7 or X, Adobe Premiere Pro) preferred; and
- College degree, preferred.

Core Competencies

ACCOUNTABILITY	
Framing/planning the work	Usually sets, clear, realistic objectives and goals for self; Understand the process steps of the work; and Keeps track of work status.
Timeliness	Usually meets deadlines or delivers early; Assesses if a roadblock will delay deadline and communicates any changes as needed; and Proactively communicates.
Quality of work products	Work products (e.g. reports, documents, files, etc.) are generally complete and accurate.
ADAPTABILITY	
Ability to adjust	Demonstrates ability to adapt to changing circumstances; and Understands that the job sometimes encompasses a broader range of activities than the formal job description.
Openness	Able to thoughtfully consider new ideas and different perspectives.
COLLABORATION	
Team-orientation	Focuses on accomplishing organizational goals rather than a personal agenda; and Willing to take on additional tasks as needed to achieve shared objective.
Collaboration	Actively participates as a team member and shows willingness to contribute and be open to feedback; and Is sought out by others as a collaborator on projects.
COMMUNICATION	
Written/Verbal communication	Communicates messages concisely; Consistently adjusts style and tone to suit the target audience; and Participates comfortably in small group meetings, contributing where appropriate.
Inquiry and listening	Fully engages in both in-person and virtual settings; Uses open-ended questions to clarify understanding and gain information; and Requests feedback and encourages others to share their point of view.
CULTURAL SENSITIVITY	
Valuing diversity	Demonstrates understanding that differences among team members contribute value to the environment; and Proactively considers ways to increase diverse viewpoints and representation across our work.

Advancing diversity and inclusion	Demonstrates awareness and understanding of own biases; and Offers observations about cultural proficiency within the organization.
GROWTH MINDSET	
Learning orientation	Recognizes learning and growth as important for personal and professional development; and Often seeks help when new to a task or challenge.
Seeking, providing, and using feedback	Regularly seeks feedback and coaching to succeed in doing more complex work; and Uses new information and experiences to identify opportunities to adjust work/and or professional style.

Leadership Competencies

DECISION-MAKING	
Gathering and interpreting data	Developing an understanding of what data needs to be gathered; and Able to read and interpret data.
Executing decisions	Identifies when to own the decision and when to include others; Draws upon data best practices, or specific job expertise to make timely decisions; Effectively gathers input from stakeholders; and Effectively explains the rationale for decisions.
DEVELOPS AND MOTIVATES OTHERS	
Conflict resolution	Identifies tensions or conflicts within teams and Addresses team challenges when they arise.

Physical Requirements

Including, but not limited to standing and sitting for long periods of time; speaking loudly and clearly; seeing and hearing things both near and far away; and reaching, stooping, kneeling, and fine-finger and hand manipulation in use of a computer, chalkboard, dry erase board, or projector. Employee is required to have close visual acuity to perform an activity such as preparing and analyzing data and figures, transcribing, viewing a computer terminal, and extensive reading.