



## JOB DESCRIPTION

**Position: Communications Associate**

**Classification: Full Time/Exempt**

### Position Overview

The [Linked Learning Alliance](#), which represents a coalition of educators, employers, and community organizations dedicated to improving the education system and advancing equity and excellence through expanded access to Linked Learning, is seeking an entry level Communications Associate with a passion for education issues, social justice, and youth development. Based in the San Francisco (preferred), this position will support the execution of the Alliance's strategic communications plan, which centers on serving as a unified and influential voice for the Linked Learning field.

The successful candidate will be a motivated self-starter with a demonstrated interest in strategic communications, public policy, or advocacy. Candidates must have excellent writing, research, and analytical skills, strong attention to detail, the ability to work and to balance multiple projects at once.

### Content Development Responsibilities

- Research, write, edit, and proofread written materials, including press materials, talking points, op-eds, and social media posts, that resonate with the Alliance's target audiences (K–12 and postsecondary leaders and decision makers, educators, funders, and industry partners)
- Develop content for the Alliance website and external sites on behalf of Alliance staff and district, industry, and postsecondary partners
- Apply quantitative and qualitative research findings and insights to assist in the development of messaging documents

### Digital Responsibilities

- Develop a digital strategy to maximize the Alliance's digital media platforms
- Manage day-to-day engagement with online influencers via Alliance social media platforms
- Develop monthly e-newsletters highlighting Alliance news and relevant stories, events, and announcements from the Linked Learning field and broader K–12, postsecondary, and workforce conversations
- Create editorial calendars to guide content across digital channels
- Serve as primary community manager for the Alliance's digital channels
- Establish benchmarks and key performance indicators (KPIs) for communications campaigns and programs

### **Earned Media Responsibilities**

- Track media coverage of the Alliance and its priority issues across K–12, postsecondary, and workforce development
- Create press contact lists based on daily tracking of relevant media stories
- Secure media attention for the Alliance and its efforts to provide students with high quality college and career preparation experiences, as well as the work of the Alliance’s district, postsecondary and industry partners
- Participate in all elements of media outreach, e.g., identify appropriate reporters/outlets for pitching, secure placements in target media outlets and key trades, develop relationships with beat reporters and producers; assist in swiftly capitalizing on trending news to provide expert commentary
- Build relationships with key education, policy, and workforce reporters in California and nationally

### **Partner Engagement and Outreach Responsibilities**

- Participate in meetings and calls with the Alliance team as needed
- Conduct outreach to K–12 district and school-level partners to inform communications and content strategies
- Support planning, promoting, and executing events and webinars
- Identify, prioritize, and pursue potential speaking opportunities (conferences, meetings, webinars) for Alliance leadership and Linked Learning partners
- Develop submissions for conferences and other speaking engagements aligned with the Alliance’s communications strategy
- Monitor timelines and manage conference presentation submissions

### **Administrative Responsibilities**

- Edit and proofread deliverables, and work directly with communications consultants and designers to ensure brand accuracy
- Schedule, coordinate, and set up meetings and conference calls
- Assist Vice President of Communications with day-to-day execution work, including but not limited to conducting research, editing documents, taking meeting notes, updating status reports, and coordinating logistics and deliverables
- Update and maintain contacts in Alliance’s e-marketing system

## Qualifications

- A Bachelor's degree in communications, public policy, or other fields from a four-year college or university
- Demonstrated job, internship, and/or academic experience in the fields of issue advocacy, non-profit communications and marketing, and corporate social responsibility
- A strong interest in becoming well-versed on state and national education issues and the current K–12, postsecondary, and workforce development landscapes
- Excellent writing and editing skills with the ability to communicate clearly and distill and streamline information
- Interest or experience in various communications platforms (including social media, traditional print, digital, and interactive user experience) and how they can be combined and leveraged for marketing and communications strategies
- Demonstrated proficiency with Microsoft Word, Excel, and PowerPoint
- Experience with creating and managing organizational social media accounts on platforms such as Facebook and Twitter
- Proficiency with Cision, Constant Contact, Adobe Photoshop, and other Adobe Creative Suite software is a plus
- Demonstrated ability to work independently, solid judgement and decision-making skills
- Effective, detail-oriented, versatile and action-driven
- Terrific interpersonal, collaboration, and relationship-building skills
- Willingness to learn and a genuine interest in the core work of the Alliance
- A strong commitment to diversity, equity, and inclusion
- Ability to work positively and collaboratively with team members at all levels

## Compensation

Salary range is \$65,000 to \$80,000 and will be determined commensurate with experience.

## Location

The position will be located in the Bay Area (preferred). If working remote, the individual hired for this position will be required to attend meetings and events in the Bay Area at least once a month and represent the Alliance at events in Southern California as needed.

## To Apply

If you would like to apply, please send your résumé and a cover letter to [HR@linkedlearning.org](mailto:HR@linkedlearning.org). Indicate the position title in the subject line of the email for the fastest consideration. In your cover letter, please share how your experience, competencies, skills, and interests are a good match for this position.

***The Linked Learning Alliance is an equal opportunity employer.***

*The Alliance is committed to equity, embraces diversity as an asset, and practices inclusivity. These values strengthen our culture, help us fulfill our mission, and contribute to a better world. We are an equal opportunity employer and do not discriminate on the basis of race, ethnicity, religious beliefs, national*



*origin, gender identity or expression, sexual orientation, age, marital status, veteran status, or disability status.*