



## **JOB DESCRIPTION**

**Communications Manager**  
Philadelphia Education Fund

Founded in 1985, for more than 30 years, the Philadelphia Education Fund (PEF) has been opening pathways to college and career success for Philadelphia students. We offer students, educators, and school districts a diverse portfolio of programs to support equitable access to postsecondary opportunities for students attending under-resourced schools. Current programming targets Philadelphia public school students from middle grades through college completion.

The mission of the Philadelphia Education Fund is to drive exceptional outcomes for all students by developing great teachers and building paths to college and career success. Each year, PEF serves approximately 4,000 students and 1,200 educators through our College Access Program, Philadelphia Scholars Last Dollar Scholarship, Philadelphia Postsecondary Success Program, PhillyGoes2College online portal, Spark Philadelphia, Fostering College Readiness, and the McKinney Center for STEM Education.

The Philadelphia Education Fund seeks a **Communications Manager** to support the marketing and communications efforts of the Philadelphia Education Fund as well as support the Philadelphia College Access and Success Ecosystem, a citywide initiative that aims to improve upon current Philadelphia high school completion and college success measures by harnessing the power of the collective.

The Communications Manager reports to the Director of Development.

## **CORE AREAS OF RESPONSIBILITY**

This individual will work closely with PEF's Executive Director, Director of Development, and Senior Manager, Collaborations and Partnerships, Philadelphia College Access and Success Ecosystem (CASE) to support the communications, marketing, and public relations initiatives of PEF and CASE. Areas of accountability and responsibility include, but are not limited to:

### **Brand Positioning (70%)**

Ensure PEF's channels of communication highlight, celebrate and communicate our successes and offerings:

#### **Public and Media Relations**

- + Through a well-conceived and executed public relations strategy, developed in partnership with PEF's CEO and Director of Development, establish PEF's brand as a regional and strategic leader in college and career access and success and STEM education;
- + Identify and pursue opportunities to highlight PEF's President and CEO and key staff members as thought leaders in education, college access, and STEM; and
- + Manage graphic designer(s) engaged to design marketing collateral, website revisions, execute special projects, etc.

## **Communications and Events**

- + Manage all aspects of our print newsletter (twice yearly) and our monthly e-newsletter, including content creation and editing, design, marketing, and distribution;
- + Provide event marketing and planning support for Educate Philly, PEF's annual fundraising event and PEF's monthly Education First Compact conversation series; and
- + Serve as internal consultant to PEF teams planning events, so as to enhance opportunities for media interest and coverage.

## **Website and Social Media**

- + Managing the PEF website (phillyedfund.org), including site maintenance and writing and editing blog posts to highlight students, PEF staff, our programs;
- + Developing content strategy for website and social media;
- + Engaging and collaborating with PEF program leads to create content (written and/or visual form) for the website and social media;
- + Increasing engagement metrics on PEF's website and social media channels by employing and leveraging SEO, keyword research and Google Analytics; and
- + Developing a strong social media presence through our various channels (e.g., LinkedIn, Twitter, Facebook) by sharing PEF content and thought leadership editorials, showcasing events, and engaging with supporters and community members.

## **New Initiative Launch - College Access and Success Ecosystem (CASE) (30%)**

- + In partnership with its Senior Manager, support the communications and brand positioning needs of PEF's newest member-based initiative, the College Access and Success Ecosystem by:
  - o Overseeing and executing on the design and launch of the CASE website;
  - o Developing and managing systems for internal membership and external stakeholder communications;
  - o Designing and developing communications materials for the Ecosystem:
    - Communications materials include written and digital such as summary documents, brochures, FAQs, press releases, etc.
  - o Developing a robust communications strategy for the Ecosystem:
    - Strategy aims include, but are not limited to, developing web and social media strategies and creating a press strategy, which will inform outreach and coordination with media outlets.

## **QUALIFICATIONS**

The successful candidate will be able to demonstrate a commitment to PEF's mission and:

- + Bachelor's Degree in communications, public relations, marketing, journalism, or related major;
- + At least 5 years of relevant work experience in marketing, public relations, communications, or a related field;
- + Exceptional oral and written communication skills. Writing samples will be required;

- + Excellent organizational skills and the ability to manage multiple tasks and projects in a timely manner;
- + Strong social media skills including content creation and technical ability;
- + Superior skills managing and meeting timelines and deadlines;
- + Ability to work independently as well as in partnership with PEF colleagues and external vendors;
- + A can-do, will-do, positive attitude when faced with obstacles or challenges;
- + Knowledge of and proficiency in Constant Contact, Canva, Hootsuite, Wordpress, and Photoshop;
- + Proficiency in Microsoft Office Suite.
- + Relevant non-profit experience is desirable.

**Reporting:**

This position reports to the Director of Development.

**Applying:**

Please submit cover letter and resume to: [info@philaedfund.org](mailto:info@philaedfund.org).