Job Posting: Communications and Digital Content Manager

For more than 30 years, Corporation for a Skilled Workforce (CSW) a national 501(c)(3) non-profit organization, has been on the forefront of catalyzing change in educational and labor market systems, policies and practices to increase economic mobility, particularly for people of color and others historically excluded from advancement opportunities. CSW focuses on achieving scalable improvements in worker skills, lifelong learning, and job quality. CSW collaborates with change makers to develop strategies, identify evidence to inform strategies, build the capacity of organizations, manage initiatives, and evaluate lessons learned.

Position Summary

CSW is seeking a Communications and Digital Content Manager that will use culturally responsive communication strategies to drive business development related to CSW’s focus on reducing poverty, increasing economic mobility for low-wage workers, and addressing racial disparities.

The Manager will be responsible for building a strong external brand and identity consistent with CSW’s mission, vision, and key strategies. The Manager will create and lead communication and marketing strategies that will elevate the visibility of our organization, advance equity, and increase our reach and impact within the field. The manager has a proven track record of developing and executing communication plans and priorities; has preferred content knowledge and experience in local, state, or federal workforce policy; and is highly knowledgeable in the use and management of social media platforms.

This position reports to CSW’s Vice President Policy & Strategy and will work with team members across the organization.

CSW is committed to building a diverse staff and strongly encourages applications from candidates of color.

Essential Responsibilities and Competencies

Knowledge and Expertise: Self-directed contributor who promotes the health and vitality of CSW to achieve its mission and values; is a strong communicator across mediums; has created strategy and executed creative communications efforts; has a track record of exemplary creative communications-oriented projects that have led to significant outcomes and usability; excellent decision-making, project management, and organizational skills; excellent people skills; strong interpersonal, and listening skills with the ability to work effectively with diverse personalities and interests; personal qualities of integrity, credibility and flexibility; ability to work within an ambiguous, fast-moving environment.

Primary daily activities include:

- **Communication strategy**: Working with CSW’s External Communications team, develops and manages comprehensive organizational and individual team strategies.

- **Brand and material development**: Is a thought partner and contributes to the development and editing of webinars, op-eds, reports, promotional items, newsletters, press talking points, project summaries, and other internal or public facing communications; provides data visualizations; is a creative partner and manages presentation and report design in coordination with an external partner; develops, maintains, and coordinates use of a style guide for internal and external pieces.

- **Digital media**: Creates and executes a digital media strategy using social media and other electronic platforms to disseminate CSW content; works with staff to create postings (e.g. blogs, podcasts, social media campaigns); coordinates a social media calendar; builds
audience engagement; creates approaches to engage and optimize relationships with the press and other influencers; monitors data analytics.

- **Website support**: Manages and updates content; monitors website functionality, readability, ADA compliance, and analytics data in partnership with website WordPress administrator.

- **Contact management**: Manages and maintains engagement databases.

- **Racial Equity and Inclusion**: Assesses the degree to which privileged and marginalized status affects program initiatives; participates in strategies to increase equity; threads social justice into program, projects, and goals; uses reflective thinking to gain insight into assumptions, world views, bias, and beliefs; engages in racial equity and inclusion professional development opportunities.

- **Project Management**: Works collaboratively with staff; produces deliverables on time and within internal or external requirements; balances time across a number of cross-team projects; shares learning experiences; engages in constructive inquiry to provide insights, and supports a collective and collaborative understanding of client or internal needs.

- **Client Relationships**: Provides timely status updates and feedback to team and clients; reads and understands the context in which the client or team member works, including political, cultural, sector-based constraints and opportunities; engages team and clients in iterative feedback loops to ensure shared understanding of expectations.

- **Organizational Development**: Works within a whole system and contributes to the development of inclusive strategies for organizational change, transformation, and alignment; participates in one or more of CSW’s strategy teams as part of overall organizational development efforts; identifies ways for CSW to engage in continuous innovation grounded in mission and values; participates as a positive, open-minded, and supportive team member.

**Compensation**

Employee compensation includes: 1) **cash rewards** in the form of base salaries; 2) **non-cash rewards**, which can include health, dental, vision, life and disability insurances, a 403(b)-retirement savings plan, a Section 125 Cafeteria plan, and a flexible spending account; and 3) **other non-monetary benefits**, such as flexible work schedules, an informal work environment and the ability to work part- or full-time from home.

**Work Location**: Flexible work location. CSW headquarters is in Ann Arbor, MI but CSW team members are located around the country with most working from home offices. Limited staff travel is currently occurring. When the pandemic recovery makes travel safer, up to 20% travel will be needed.

**Full/Part Time**: Full-Time  
**FLSA Status**: Exempt  
**Posting Dates**: February 9 - March 21, 2022  
**Salary**: The salary range is $75,000 - $90,000 and is commensurate with the qualifications and experience of the selected candidate.

Submit a resume and cover letter addressing your specific interest in the position and outlining your skills and experience that directly relate to this position. Please email materials to: Debbie Charlton, Sr. Support Specialist, dcharlton@skilledwork.org.