



## Strategic Communications Manager

March 2019

### About the Organization:

Research for Action (RFA) seeks to use research as the basis for the improvement of educational opportunities and outcomes for traditionally underserved students. Our work is designed to strengthen public schools and postsecondary institutions; provide research-based recommendations to policymakers, practitioners and the public at the local, state and national levels; and enrich the civic and community dialogue about public education.

### Summary:

RFA is searching for a **Strategic Communications Manager**. The person is responsible for strengthening and managing RFA's brand and growing its visibility. S/he will oversee RFA's content strategy, development, and distribution, aligning with the firm's overall strategy. S/he will engage our team, our clients, and the education sector to identify compelling topics and themes and disseminate high-value content that meets the needs clients and the target market. The manager will report to the Chief Operating Officer and work in close collaboration with program and communications staff in carrying out the work.

RFA is a highly energetic, fast-paced organization that places a premium on responsiveness and flexibility for our clients, while maintaining the highest standards of integrity, quality, and relevance in our work. Our collaborative and fast-paced environment extends to the work of the strategic communications manager.

### Job Qualifications:

- Master's degree in communications or other relevant fields.
- Bachelor's degree with relevant experience also considered.
- 5-8 years of experience developing, managing, and implementing creative communications and marketing strategies that achieve measurable results
- Ability to develop and implement strategic communications and marketing plans in partnership with senior management and research directors in the organization.
- Demonstrated knowledge of the education and/or education policy fields
- Demonstrated knowledge using tools and platforms including social networking (Facebook, Twitter, Instagram, LinkedIn), website platforms such as Google Analytics, WordPress, and Wix; email marketing programs such as Survey Monkey, Constant Contact, and MailChimp, as well as the Microsoft Office Suite and Adobe Creative Suite desired but not necessary to promote branding.
- Experience developing and maintaining relationships with journalists, especially in the field of education or social justice
- Exceptional writing, editing, public speaking, storytelling, and facilitation skills, and meticulous attention to detail
- Team player with strong leadership and interpersonal abilities

- Highly attuned to the latest technology and trends in the communications and marketing fields
- Exhibits a high degree of integrity and personal responsibility
- Demonstrated ability to work both independently and as part of a multi-disciplinary team
- Demonstrated experience as a problem solver and thought leader
- Strong leadership and project management skills with excellent organizational and planning background with the ability to manage multiple, often competing, projects
- Ability to understand, collect, analyze, and evaluate marketing/communications-related data
- Strong knowledge of website design, development and ongoing management
- Collaborative, entrepreneurial and proactive work style
- Self-motivated individual who can excel both individually and as a team player in a fast-paced and dynamic environment
- Experience at an issue-focused non-profit, research organization, university, or communications firm
- Excellent work ethic, enthusiasm, and positive attitude

**How to Apply:** Please provide your resume, cover letter, and a writing sample such as a blog post, press release, e-news release, or other appropriate communications strategy samples. Click here to [apply](#)

**As an equal opportunity employer, RFA values diversity. We strive to hire and retain top talent based on qualifications, merit, and business needs. Different makes us better!**