



An Invitation to apply for the position of
Digital Communications Specialist
Collaborative for Academic, Social, and Emotional Learning
Chicago, Illinois
October 2021

The Collaborative for Academic, Social, and Emotional Learning (CASEL) is seeking a tech-savvy, passionate individual that is interested in using their digital communications skills to promote social and emotional learning (SEL) in support of more equitable and caring schools for all students.

Job Brief

Working across the editorial content and marketing teams, the Digital Communications Specialist will be responsible for enhancing internal and external communications efforts at CASEL. The position will contribute to and support the organization's digital platforms, including social media, websites, and email newsletters.

The Digital Communications Specialist holds a key role in the Communications Department to help broaden awareness of SEL among the hundreds of thousands that engage with our digital platforms. Across SEL research, practice, and policy initiatives, CASEL engages broad audiences, committed to growing engagements with school and district leaders, researchers, and policymakers.

The position will report to the Director of Communications. This individual must be able to adapt to evolving deadlines, prioritize tasks in a fast-paced environment, and work as a part of a team or independently.

Responsibilities

- Identify digital strategies to attract new subscriber audiences and increase audience engagement
- Be responsible for content editing and SEO optimization across the organization's website and microsites
- Grow and maintain email and newsletter contact lists and groups, and identify strategies to increase open rates and minimize unsubscribes and opt-outs
- Coordinate digital activity on social media platforms (Twitter, Facebook, LinkedIn, Youtube)
- Create, design, and publish organic and paid social media content that reflects CASEL priorities, voice, and tone
- Manage communication team meetings, including the production and editorial calendar to establish workable priorities and meet deadlines
- Assess content performance through reporting, analytics, and database management
- Participate and assist in the execution of marketing plans for publication releases, communications campaigns, webinars and events, and other strategic initiatives.
- Collaborate with the communications and content teams to ensure accuracy and quality of all public-facing content.

Qualifications

- Have a four-year college degree in communications, marketing, or a relevant field of study is preferred
- Have at least two years work experience in communications and/or digital marketing
- Be proficient in Microsoft Office and Wordpress, and experienced with graphic design programs such as Indesign or Canva
- Be adept at using Facebook, Twitter, LinkedIn, and YouTube
- Understand how to use social media for brand awareness and engagement
- Experience with Constant Contact and a social media scheduling tool is preferred
- Experience or interest in the education or youth development field is preferred
- Have excellent communication, writing, editing, and problem-solving skills
- Be able to work independently, with strong project management skills and an ability to multitask
- Enjoy working in an environment that is collaborative and mission-driven

Compensation

This is a full time, benefits eligible position. CASEL offers competitive salaries commensurate with experience and certifications.

About CASEL

The Collaborative for Academic, Social, and Emotional Learning is an equal opportunity employer. CASEL evaluates applicants for employment on the basis of qualifications, merit and work-related criteria without regard to race, color, religion, gender, national origin, age, sexual orientation, mental or physical disabilities, pregnancy, medical condition, marital status or any other characteristic protected by law. CASEL employs and values a diverse work environment.

Application

To apply, please submit a cover letter and resume that includes references to careers@casel.org. Please include the position title in the subject line of your email, and in your cover letter, mention where you heard of this position.