An Invitation to apply for the position of
Digital Communications Manager
Collaborative for Academic, Social, and Emotional Learning
Chicago, Illinois
Posting Date: March 2022

Organizational Summary

The Collaborative for Academic, Social, and Emotional Learning (CASEL), is a nonprofit organization based in Chicago, and a trusted source for knowledge about high-quality, evidence-based social and emotional learning (SEL). CASEL’s mission is to help make evidence-based SEL an integral part of preschool through high school education across the country. We are transforming American education through SEL by collaborating with leading experts and supporting districts, schools, and states nationwide to drive research, guide practice, and inform policy. Together, we are enabling all young people in our diverse society to lead healthier, happier, more productive, and fulfilling lives.

With committed and growing philanthropic funding and a cohesive strategic plan, CASEL is endeavoring to:

• Support the implementation and document the impact of systemic SEL in large school districts and socio-demographically diverse school districts across this nation.

• Capture, refine, and test the learnings to advance the research base for the process of implementing systemic SEL and share that knowledge broadly.

• Identify and evaluate interventions and assessment tools to accelerate high-quality implementation of SEL nationwide.

• Partner with SEL program providers, colleges of education, professional organizations, school districts, and researchers to support scaling of SEL.

• Promote federal and state policies that encourage academic, social, and emotional learning.

• Strategically communicate to foster widespread demand for SEL as an essential part of students’ education at the classroom, school, district, state, and national level.

Position Description

The Collaborative for Academic, Social, and Emotional Learning is seeking a tech-savvy individual that is passionate about multi-channel communications and marketing. Working across the editorial and marketing teams, the Digital Communications Manager will be responsible for managing and supporting digital
platforms for the organization and the executive office, including social media, websites, and email newsletters, that reach thousands of communities worldwide.

The Digital Communications Manager will work closely with our SEL research, practice, and policy teams at CASEL and lead the coordination of cross-channel dissemination to best serve school and district leaders, researchers, and policymakers.

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

Key Functions

- Oversee and implement 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 manage email and newsletter contact lists and groups and execute strategies to increase open rates and minimize opt-outs.
- Lead digital activity on flagship social media platforms (Twitter, Facebook, LinkedIn, YouTube), including writing, scheduling, and publishing content, as well as monitoring and engaging with thousands of followers.
- Create and manage a social media presence for the executive office.
- Create, design, and publish organic and paid social media content that reflects CASEL priorities, voice, and tone.
- Assess content performance through reporting, analytics, and database management.
- Support 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.
- Perform other duties as assigned.

Qualifications

- 3 - 5 years of 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.
Physical Requirements
- Prolonged periods of sitting at a desk and working on a computer.
- Must be able to lift up to 15 pounds at times.

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

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.

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.