

Postsecondary Commission

Postsecondary Commission Job Description: Communications & External Affairs Manager

Position Overview

The Communications & External Affairs Manager for the Postsecondary Commission will manage the organization's communications needs including:

- Website - update and maintain a WordPress site.
- Collateral - create or help edit and update all external-facing collateral for the organization, including reports, one-pagers, slide decks, conference materials, etc.
- Social - maintain the organization's social media presence on Twitter and LinkedIn, and track other relevant social media accounts
- Newsletter(s) - draft and/or edit the organization's newsletter(s), including helping create and maintain a content calendar
- Contact management - manage the organization's mailing list on Constant Contact

In addition, and equally important, this position will support the external affairs needs of the organization, including tracking policy developments and related conversations on higher education and accreditation.

This position is a full-time, virtual position and reports to the organization's Vice President for Operations and External Affairs, Carol Rava. Preference is for the role to be located in or around Washington, DC.

Organizational Overview

The Postsecondary Commission is a nonprofit organization working to become a new college accreditor. We want to be the accreditor for colleges – both new and current ones – that create economic mobility for students, are transparent with their outcomes, and are willing to be held accountable for their results. We have five core principles that guide our work - we will only accredit nonprofit colleges; we will measure and report colleges' economic mobility outcomes; we will protect students and taxpayers through transparency of and accountability for outcomes; we will seek out and welcome innovation in our colleges; and we will be structured and operate free from conflicts of interest. The federal recognition process is long and in 2023, as part of that process, we will develop, seek public input on, and release our standards, protocols, and procedures for accreditation. We will also begin to work with partner colleges to implement and refine our proposed approach to accreditation. This is the work that will define the Postsecondary Commission as a new college accreditor and this is the work that every role will help support.

Responsibilities

This position will have responsibilities across a range of marketing and communication needs, internal and external, short- and long-form. This will include but not be limited to:

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- **Policy and thought leadership conversation tracking** - This position will help track conversations related to higher education, accreditation and outcomes among key organizations and entities. This includes relevant policy and regulatory conversations in Congress and the Department of Education, as well as among think tanks involved in these issues.
- **Writing** - This position will do a lot of writing - from 160 character tweets to policy briefs to website blurbs. Being a strong, succinct writer capable of synthesizing and simplifying complicated information is critical.
- **Visuals** - Document design and creation of basic infographics (Canva, etc), tables or charts (Excel), and decks (.ppt) will be an important part of this role.
- **Website** - Manage the website on WordPress and ensure updates are made in a timely process in coordination with all groups in the organization.
- **Content calendar** - Help develop a content calendar and manage the production of a regular newsletter.
- **Social media and sector tracking** - Manage our modest social media presence and become an expert on the experts in our field. Help identify the influencers, the popular hashtags, so that we can join and connect to current conversations, and identify potential partners and allies.
- **Impact monitoring** - Track basic engagement metrics like reach, clicks, etc. - using a variety of tools (SproutSocial, GoogleAnalytics, Constant Contact), and pull reports and make recommendations based on findings.

Qualifications & Experience

This is a terrific opportunity for someone with a few years experience in entry-level communication or policy analysis roles, ideally with a national scope. Preference for someone with experience on a political campaign, work in an advocacy organization, or otherwise understanding of the federal policy-making environment. A college degree plus 2-3 years work experience is preferred, and the following are key attributes of the ideal candidate:

- **Perfectionist** - We want someone who has incredibly high standards for him/her/themselves, especially when it comes to the written word.
- **Relationship savvy** - This person should have an innate sense of how to build relationships with different people, how to establish trust, how to understand how issues will be viewed by different parties, etc. **Past experience in a political or policy environment is preferred.**
- **Multi-tasker** - We are a small team and this job will require firing on many cylinders simultaneously. This person should be comfortable managing multiple projects and deadlines.
- **Quick and eager learner** - No one starts knowing everything for a job, and this role will have a lot to learn. Candidates should have a proven curiosity and interest in learning (whether that be new software or a new language).
- **Collaborative** - We are a small team. We need someone who works well with others, takes an interest in them, and builds them up.
- **Entrepreneurial** - The Postsecondary Commission is a startup. Things change constantly. We need someone who likes that sort of work environment. We need someone who is flexible, who processes new data and developments well, and who pivots quickly.
- **Humble, Open to Feedback, and Fun** - Yes, humble, open to feedback, and fun. We value that.

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Timeline & Compensation

The position will ideally be located in or around Washington, DC but will be working remotely from home. It is a full-time job. Compensation for this role is between \$70,000-\$95,000 depending on experience and qualifications.

Interested candidates can apply by **sending a resume and short note of interest to jobs@postsecondarycommission.org**. This posting will be open until filled.