Digital Manager

*Excelencia in Education* is a growing, fast-paced nonprofit organization with a small and dynamic team deeply committed to its mission. As the digital manager, you will implement the organization’s strategic communications to support, strengthen, and build awareness of *Excelencia in Education*’s mission and work.

*Excelencia in Education* accelerates Latino student success in higher education by promoting Latino student achievement, conducting analyses to inform education policies, and advancing institutional practices while collaborating with those committed and ready to close the equity gap in Latino college completion. Launched in 2004 in the nation’s capital, *Excelencia* is building a network of results-oriented educators and policymakers to address the U.S. economy’s need for a highly educated workforce and engaged civic leadership.

In this new position, you will be responsible for *Excelencia’s* digital communications, both internally with colleagues and staff, and externally through partner engagement and online communications. Reporting directly to the Director of Communications, you will execute accurate and consistent messaging, reflective of the organization, to higher education institutions, policymakers, and other partners and stakeholders about *Excelencia’s* research, programs, relationships, leadership, and impact. Your work will allow the communications team to strengthen its capacity and grow as *Excelencia in Education* grows.

**Responsibilities**

- Ensure digital accessibility and support of *Excelencia’s* communications channels for complex information and issues-based campaigns, and policy/advocacy efforts.
- Oversee and coordinate the maintenance of website and other online tools.
- Prepare monthly, quarterly, and annual analytics reports on digital platforms and participate in meetings to present and discuss reports; make recommendations for strategic communications discussions based upon report findings.
- Manage relationships with contractors as assigned to address *Excelencia’s* digital needs and presence on time and on budget.
- Collaborate with the communications team on digital solutions, helping to clarify project vision, inform decisions based upon project goals, and ensure decisions are in alignment with digital best practices.
- Identify, explore, and document potential tools and practices for digital needs.

**Qualifications**

- 3+ years project management or team lead experience on digital projects.
- Proficiency in Drupal or related web content management systems.
- Proficiency in Asana or related project management tools.

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Page 1 of 3
• Familiarity with cloud content management (Dropbox desired but not required) and contact management systems (Bloomerang desired but not required).
• Experience handling and generating visual collateral to include images, graphics, gifs, video, and related generating tools (Canva desired but not required).
• Experience working with Hootsuite or other social media scheduling tools.
• Significant experience with software update/development cycles to address security and update needs.
• Strong problem-solving skills and high attention to detail.
• Ability to work on several projects at one time and prioritize appropriately.

Attributes

_Excelencia_ seeks an individual with the following attributes, which will also be considered in evaluating the performance of the person hired for this position:

• Commitment to the organization. By understanding _Excelencia’s_ history, relationships, and the ways we built the organization, we are better prepared to support _Excelencia’s_ growth and increase our impact. Be willing to learn and support our vision and help us advance the work.

• Continuous learning. Our work is evolving and the context in which we work is dynamic. Be humble before the work. Be curious. Be a continuous learner. Gain a deep understanding of the _Excelencia_ voice, positions, and body of research, and its projects and funding streams. Embody this voice and apply this understanding to all your work.

• Collaboration. We expect all staff to be team players to meet organizational needs and serve the mission. That means being team-focused but internally motivated. Sometimes it means leading and other times it means following.

• Respect for others. We function as a team with interrelated deadlines and priorities, so be respectful of others’ time and workloads as you effectively manage your own.

• Reliability and consistency. Set deadlines for yourself based on your best estimate for producing quality products and completion. Strive to meet your deadlines even if it requires putting in extra time and effort. Should you need to change a deadline, communicate revised schedules to those involved.

• Communication. Communication is key to effectively serving _Excelencia’s_ mission. Asking questions to confirm your understanding of _Excelencia’s_ strategies is important to becoming an effective _Excelencia_ staff member.

• Persistence and structure. Be able to formalize plans and carry them through to achieve goals. Give strong attention to timely follow-up and follow-through in all activities.

What’s Attractive to the Right Candidate?

• Our mission. We are building a powerful and wide sweeping movement to accelerate

www.edexcelencia.org
Page 2 of 3
Latino student success in higher education, which in turn addresses the U.S. economy’s need for a highly educated workforce and civic leadership.

• Impact. This is a pivotal time in our development. As a member of the team, you will play an active role in supporting the organization’s process to enable more higher education institutions to actively accelerate Latino student success.

• Growth. This Digital Manager position gives you an opportunity to capitalize on a strong foundation with a demonstrated capacity to grow while using your skills and experience to strengthen the organization.

• Visibility. Your work will be visible to funders, education institutions, and leaders in federal, state, and local education and government.

• Compensation. We offer a competitive compensation plan that includes medical, vision, and dental insurance; paid leave, sick time, and holidays; time off between Christmas and New Year’s; a retirement plan with employer contribution; and more.

To Apply
Simply email your resume to Karin Carter at resumes@staffingadvisors.com with “Excelencia – Digital Manager #2022-2685” as the email subject. Please include your resume as a Word or PDF attachment to the email and paste your cover letter in the body of your email.

Please note: our practice is to not disclose the salary ranges our clients would consider. Any salary information included in this posting was estimated without our input.

Staffing Advisors is committed to reducing bias in every aspect of the hiring process. We have long recommended an evidence-based approach to hiring. All qualified applicants will receive consideration for employment without regard to race, color, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, age, veteran status, or any other basis protected by law. This position may require pre-employment screening potentially including a criminal background check, verification of academic credentials, licenses, certifications, and/or verification of work history. You can learn more about our actions on our blog.