



Communications Specialist (remote)

Since 2004, [Excelencia in Education](https://www.edexcelencia.org/) has served as a reputable research organization and noted change agent in higher education. With a steadfast commitment to accelerating Latino student success, *Excelencia* works with institutions and education leaders to take a holistic, intentional approach to serving Latino students. As the Communications Specialist, you will leverage your branding, written communication, and project management expertise to complement our communication team's existing skills and expand capacity. Reporting to the Director of Communications, you will help promote our existing body of work and, in coordination with the Digital Manager, expand *Excelencia's* brand. Internally you will support publications, programs, and media tracking; externally you will support social media, video, and marketing projects. While you will enjoy the flexibility of working primarily from your home office, you will also spend time with institutions and stakeholders at annual events and meet your colleagues during staff retreats a few times per year.

Your primary responsibility as the Communications Specialist is to ensure accurate and consistent messaging to educational institutions, policymakers, and stakeholders about *Excelencia's* research, programs, relationships, leadership, and impact. We are a growing, fast-paced nonprofit with a dynamic team deeply committed to accelerating Latino student success in higher education by promoting Latino student achievement, conducting analyses to inform educational policies, and advancing institutional practices while collaborating with those committed and ready to close the equity gap in Latino college completion. For 18 years, we have cultivated a national reputation for not only identifying and promoting what works, but for doing so with a unique, trust-based approach that ensures change is transformative and sustainable. With a focus on research and policy, applied action through programs, and institutional change, *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.

Responsibilities

- Learn and apply *Excelencia's* voice, tone, and style to all communications.
- Manage assignments and project timelines aligned with the strategic communications plan, including the release of all publications, materials, and announcements.
- Curate, develop, and enhance website content, structure, and language.
- In coordination with the Digital Manager, expand and execute our branding and marketing strategy.
- Contribute to marketing for all major events; partner with colleagues across *Excelencia* on programmatic, regional, and institutional events.
- Further the development of project management and internal documents for use by the communications team and *Excelencia* staff.
- Contribute to monthly and quarterly key metrics reporting and actively support efforts to identify current and new audiences for *Excelencia's* work.



Qualifications

- Three or more years of project management or team lead experience on communications projects, ideally in a nonprofit or member-based organization with experience maintaining brand integrity.
- Impeccable writing, editing, and proofing skills, including experience editing copy for web and email.
- Proficiency in Asana or similar project management tools, and familiarity with cloud file management (ex. Dropbox) and contact management systems (ex. Bloomerang) are preferred.
- Demonstrated ability to juggle multiple projects, meet deadlines, and solve problems constructively.
- Intermediate skills in Word, Excel, PowerPoint, and the full Adobe Creative Suite are a plus. Proficiency with Macs is helpful.
- Bachelor's degree in communications, journalism, or a similar field is preferred but not required.

Attributes

- Commitment to the organization. By understanding *Excelencia's* history and organization, our teams are better prepared to support *Excelencia's* growth and increase our impact. Be willing to learn and support our vision to help us advance the work.
- Continuous learning. Our work is evolving and the context in which we work is dynamic. Be humble. Be curious. Be a continuous learner. Gain a deep understanding of the *Excelencia* voice, positions, body of research, 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 our 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 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 for *Excelencia's* development and our nation's work in higher education. Your work will mobilize more higher education institutions to actively accelerate Latino student success.
- Flexibility. You will work primarily from your home office and travel to our Washington, D.C. headquarters three times per year with limited additional travel as needed.
- Growth. This position allows you to capitalize on our strong foundation and demonstrate your capacity to grow while using your skills and experience to strengthen the organization.
- Visibility. Your work will be highly visible to 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

We encourage you to apply even if your experience is not a 100% match with the position description; we will consider people from a variety of backgrounds and career experiences.

Simply email your resume to Lilly Khan at resumes@staffingadvisors.com with "**Excelencia – Communications Specialist #2022-2735 CW**" as the subject of the email.

Please note: The budgeted salary range for this position is \$65K-80K annually.

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.