Communications Director

Position Status: Fulltime
Position Location: Preferably DC, but Flexible in the United States
Reports to: Executive Director

Credential Engine is an equal opportunity employer. Women and people of color are encouraged to apply. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions of the job.

Who We Are

Credential Engine is a non-profit whose mission is to create credential transparency, reveal the credential marketplace, increase credential literacy, and empower everyone to make more informed decisions about credentials and their value. www.credentialengine.org

What We Do

Credential Engine provides a suite of web-based services that creates for the first time a centralized Credential Registry to house up-to-date information about all credentials, a common description language to enable credential comparability, and a platform to support customized applications to search and retrieve information about credentials.

Credential Engine's open-source technologies are increasingly recognized to be essential to ensure data interoperability across the web, the value of which is improved transparency, clearer pathways, enhanced navigation and guidance, clearer accountability metrics, and a more efficient marketplace. Credential Engine's work spans:

- Development, provision, and advancement of essential technologies,
- Provision of general and customized technical support for credential issuers, data consumers, administrators, policymakers, and others,
- Advocacy and education at the federal, state, institution, and employer level about the value and role of credential transparency,
- Collaborator with numerous parallel, related, and complementary initiatives to improve the education, training, employment, learner data ecosystem,
- Policy advisory, among other lines of work.

Credential Engine works with a growing number of states and regions to support their efforts to make essential data about credentials and competencies public, transparent, and linked in order to better serve students, workers, employers, and others. We recently formed a partnership with six national organizations to support the development and implementation of policies that will make credential transparency enduring in states: Council of Chief State School Officers, Data Quality Campaign, Education Commission of the States, National Conference of State Legislatures, National Governors Association, and
the State Higher Education Executive Officers Association. We work with a number of national postsecondary education associations that have endorsed credential transparency and our work. And we are exploring opportunities to expand our partnerships internationally.

Primary Responsibilities:

This position will function as overall communications lead for Credential Engine, responsible for crafting and implementing thoughtful communications strategies, managing the brand and style guides, executing PR activities, and serving as a storyteller to elevate Credential Engine’s work among national and state-based audiences and use all available communications tools to help Credential Engine accomplish our overall organizational goals.

Specifically, the communications director will be responsible for:

- Drafting, maintaining, and executing the overall communications and marketing plan for Credential Engine as well as plans for specific projects and initiatives, in coordination with other members of the Credential Engine leadership team.
- Develop and execute Credential Engine brand strategy as well as manage style guidelines.
- Managing national and DC-based press relationships and engagement, with a specific focus on education, workforce, technology, and economy beat reporters. This will include pitching stories, responding to incoming questions and requests, and providing background and other materials as needed.
- Managing engagement with state and local media on work that Credential Engine is doing across the country.
- Drafting written and multimedia materials including press releases, fact sheets, videos, presentations, talking points, memos, and background for staff and media, op-eds, and more.
- Coordinating with partners on communications, including federal and state government agencies, post-secondary institutions, foundations, and other non-profits.
- Managing internal supporting staff, and external communications consultants.
- Bringing a communications perspective and eye to all of the organization’s work. This will include training staff and working with them closely on media engagement, speaking engagements, webinars, and other communications tools and opportunities.
- Handling the primary informational website and social media (e.g., Twitter, Facebook, YouTube & LinkedIn) content and implementing strategies to keep content and messaging current and to expand use of the website and social media tools to deliver Credential Engine’s message to key audiences.
- Completing other related duties as assigned.

Qualifications

- Strong experience running a communications and marketing program for a non-profit, government agency or office, campaign, or related work.
- Sufficient prior experience in press, communications, marketing, or closely related work.
- Existing relationships with key DC-based and national education, workforce, and economy reporters.
• Outstanding written, oral, and other communications skills.
• Strong understanding of education and workforce issues and familiarity with technology and related issues.
• Ability to work quickly under tight deadlines, multi-task, pay attention to detail, and manage projects involving multiple staff.
• Demonstrated ability to secure earned media coverage, place op-eds, and implement other aspects of communications plans.
• Ability to manage complex situations and relationships with confidence, confidentiality, and tact.
• Operating style suited to working in a small team environment where teamwork, creativity and flexibility are valued.
• Skills with graphic design tools, Photoshop, WordPress, QuickTime, Hootsuite, and MailChimp preferred.

Work Environment and Physical Demands

• Work is primarily performed in an office environment.
• Visual and auditory acuity for extensive use of various forms of technology.
• Travel will be required to execute the work.

Compensation

A competitive compensation package including salary and benefits is available and is commensurate with experience and qualifications.

Application

To apply for this position, please submit a resume and cover letter to resumes@credentialengine.org with “Communications Director” in the subject line. Please submit by April 17th, 2020. In addition to providing a resume, candidates should provide samples of communications pieces, for example press releases, articles or blog posts, web content, infographics, presentations, videos, etc.