



# Communications & Digital Content Manager

Position Status: Fulltime  
Position Location: Flexible in the United States  
Reports to: CEO

*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 map the credential landscape with clear and consistent information, fueling the creation of resources that empower people to find the pathways that are best for them.

We envision a future where millions of people worldwide have access to information about credentials that opens their eyes to the full range of opportunities for learning, advancement, and meaningful careers. Learn more at [www.credentialengine.org](http://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 rich information about all credentials, a common description language to enable credential description, comparison, and navigation, and a Credential Finder tool to search information housed in the Registry. We also encourage and support the creation of third-party tools and platforms that allow people access to this transparent information about credentials so they can make informed decisions.

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,
- Policy advocacy and education at the federal, state, institution, and employer level about the value and role of credential transparency,
- Collaboration with numerous parallel, related, and complementary initiatives to improve the education, training, employment, learner data ecosystem.

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 learners, workers, employers, and others. We partner with national organizations to support the development and implementation of policies that will make credential transparency enduring in states. We also 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, curating media relationships, executing press release and messaging activities, and serving as a storyteller to elevate Credential Engine's work among state, national, and international audiences and use all available communications tools to help support Credential Engine's strategic plan.

Specifically, the Communications and Digital Content Manager will be responsible for:

- Drafting, maintaining, and executing the overall communications and brand management plan for Credential Engine, as well as plans for specific projects, initiatives and events, in coordination with other members of the Credential Engine leadership team.
- Supporting a website re-design – including selection of a vendor, creating a launch plan, and positioning the new website for stakeholders – and managing website content.
- In coordination with external partners, managing national, state, and local press relationships and engagement, with a specific focus on education, workforce, technology, and economy beat reporters. This will include coordinating pitching stories, raising awareness of Credential Engine work unfolding across the country, responding to incoming questions and requests, and providing background and other materials as needed.
- Drafting written and multimedia materials including fact sheets, press releases, blog posts, op-eds, policy briefs, white paper publications, graphic designs, videos, presentations, memos, and background for staff, media, and partners.
- Coordinating with partners and communications consultants on key messaging, including federal and state government agencies, post-secondary institutions, foundations, and other non-profits.
- Managing the organization's social media channels with a focus on motivating engagement and support for Credential Engine's mission, disseminating resources, and increasing awareness with key audiences.
- Synthesizing highly technical language and scope of work into communication efforts that appeal to a broad and diverse audience with differing levels of familiarity with technology and the organization.
- Completing other related duties as assigned.

## Qualifications

- Strong experience running a communications and brand management 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 local and national education, workforce, and economy reporters helpful, but not required.
- Outstanding written, oral, interpersonal, 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 across several projects, 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.
- Experience in graphic design (e.g. Adobe Creative Cloud suite of products) to help craft visuals for webinars, templates for publications, and other engaging promotional content.
- Familiarity with communications tools like HootSuite, Canva, and MailChimp preferred.

The ideal candidate will demonstrate:

- Prior knowledge and understanding of Credential Engine and its technologies including the Credential Transparency Description Language (CTDL), the Credential Registry, and tools like the Credential Finder, or a demonstrated ability to learn and communicate about technology.
- The ability to speak about issues related to equity and the fundamental understanding of why access to credential information can be an important lever for equity.

## Work Environment and Physical Demands

- Work is performed remotely, generally from home locations, with the same demands as a traditional office environment.
- Visual and auditory acuity for extensive use of various forms of technology.
- Travel may be required to execute the work.

## Compensation

A competitive compensation package including salary and benefits (holidays, PTO, insurance coverage for health, dental, vision, life and disability, and a retirement plan) is available and is commensurate with experience and qualifications. This is an FLSA exempt position. The expected salary range is \$55,000 - \$75,000 annually.

Credential Engine is based in Washington, DC with most team members located around the country. All staff work from home.

To apply for this position, please submit a resume and cover letter to [resumes@credentialengine.org](mailto:resumes@credentialengine.org) with "Comms Manager " in the subject line. **Please submit by April 1, 2022, with priority given to applications submitted by March 15, 2022.** In addition to providing a resume, candidates should provide at least 2 samples of communications pieces, for example press releases, strategic plans, articles or blog posts, web content, graphic designs, infographics, presentations, videos, etc.



To learn more, please visit [www.credentialengine.org](http://www.credentialengine.org) or contact [info@credentialengine.org](mailto:info@credentialengine.org)