

Title: Communications & Outreach Manager, Fund for Education Abroad (FEA)

Job location: Washington, D.C.

Supervisor: Jennifer Calvert, Executive Director

Start date: August 1, 2017

Description of the Position

The Communications & Outreach Manager (COM) facilitates communication and public relations activities for FEA. She/he is responsible for increasing brand awareness and creating communication plans and materials for various constituent groups, including FEA scholars, alumni, donors, corporate partners, event attendees, and the general public. In addition, she/he serves as liaison to regional fundraising groups, and the newly formed Access Advisory Board (beginning fall 2017), working closely with the Executive Director (ED) to direct these volunteer efforts. She/he will be an excellent writer, strategic, organized, attentive to detail, motivated to activate volunteer groups toward a greater good, and passionate about increasing access to international education for more American students.

The successful Communications & Outreach Manager will achieve the following outcomes:

- Plan and execute a communications and marketing strategy, implement an annual calendar, and create supporting materials to advance the FEA mission
- Increase brand awareness through PR campaigns, programs, and events across the U.S.
- Broaden organizational reach and deepen community engagement as liaison to the Access Advisory Board (AAB) and regional fundraising groups
- Employ surveys, data analytics, and other tools to regularly assess and report on progress

Key Responsibilities

- Devise and implement a communications strategy to advance mission and programs of FEA, including annual editorial calendar
- Develop organizational messages and determine appropriate content delivery for messages and audiences
- Produce strategic print, web, email, social media, and communications in collaboration with graphic designer
- Manage public relations and outreach, working with external advisors as needed
- Oversee brand management and growth, and ensure all constituents' understanding of brand guidelines
- Serve as liaison to AAB ensuring participant recognition, delivery of benefits, awareness of sponsored scholar blogs, information sharing, and engagement in the FEA mission
- Collaborate with Program Coordinator(PC) to support communications for alumni and volunteers, including web updating, newsletters, email messages, and other projects as appropriate
- Assist in the development of strategy and programmatic elements for special events from inception through promotion, media coverage, and audience follow-up
- Collaborate with ED on the creation of fundraising collateral to grow the annual donor base and support the capital campaign, which includes invitations, sponsorship packets, program books, remarks, appeal letters, etc.
- Create first organizational annual report
- Report on communication effectiveness through surveys, data analytics, and market segmentation

Experience/Qualifications

Requirements for the position:

- B.A./B.S. degree or higher in communications, public affairs, or related field
- 3-5 years communications, public relations, or marketing experience
- Microsoft Office and WordPress skills
- Excellent written and verbal communications skills
- Experience and proficiency with a range of social media platforms and online analytical tools
- Exceptional organizational skills and attention to detail
- Ability to multi-task

Desired Skills/Experience:

- Adobe InDesign skills
- Experience with email marketing management
- Non-profit experience and familiarity with fundraising
- Project management experience
- Study abroad experience

To Apply

Send a cover letter, resume, names/ contact information for at least 3 three professional references to Jennifer Calvert at jobs@fundforeducationabroad.org, including “Communications & Outreach Manager” in the subject line by COB July 17, 2017. No phone calls please.

Description of the Organization

Based in Washington DC, the Fund for Education Abroad is a private 501(c)(3) founded in 2010. Our mission is to provide scholarships and ongoing support to students who are underrepresented among the U.S. study abroad population. FEA makes life-changing, international experiences accessible to all by supporting minority and first-generation college students before, during, and after they participate in education abroad programs. We envision a future in which any U.S. student who dreams of studying abroad will be able to participate. We believe that the value of education abroad is so great that no barrier—financial, curricular, or personal—should be insurmountable. We foresee a future in which our scholars work to increase understanding, give back to their communities, and mentor future generations of FEA Scholars. Please visit www.fundforeducationabroad.org for more information.

FEA is an independent non-profit, housed within the Washington, DC offices of Academic Travel Abroad in Washington, DC. FEA shares ATA’s commitment to diversity, and works to maintain a welcoming, non-discriminatory office culture. We welcome qualified applicants of all backgrounds to apply. It is our policy to provide equal employment opportunities without regard to race, color, religion, sex, national origin, age, disability, marital status, veteran status, sexual orientation, genetic information or any other protected characteristic under applicable law.