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<b>Title:</b>	Communications & Outreach Coordinator, Fund for Education Abroad (FEA)
<b>Job location:</b>	Washington, D.C.
<b>Supervisor:</b>	Jennifer Calvert, Executive Director
<b>Start date:</b>	April 30, 2018
<b>Salary Range:</b>	\$40,000-\$45,000 depending on experience level

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### Description of the Position

The Communications & Outreach Coordinator facilitates communication and public relations activities for FEA. She/He is responsible for communications, events, and the production of marketing materials for various constituent groups such as FEA scholars, alumni, donors, corporate partners, event attendees, and the general public. In addition, she/he serves as liaison to regional fundraising groups and corporate sponsors, and assists the Executive Director with a newly formed Access Advisory Board (fall 2017) for study abroad providers and universities. 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 Coordinator will achieve the following outcomes:

- Successfully execute and refine an annual communications and marketing plan, project managing events and supporting print materials that advance the FEA mission
- Increase brand awareness through regional and gala events, conferences, PR campaigns, and social media
- Broaden organizational reach and deepen community engagement as liaison to regional fundraising groups and corporate sponsors
- Employ surveys, data analytics, and other tools to regularly assess and report on impact of communications strategy

### Key Responsibilities

- **Strategic Communications Plan:** Work with staff to implement a strategic communications plan
- **Annual Communications Plan:** Oversee annual editorial calendar and communications, disseminating FEA-related stories from news sources, students, alumni, etc., to advance the FEA mission and programs
- **Organizational Messaging:** Develop organizational messaging for various platforms such as newsletters, annual reports, group presentations, and social media
- **Design & Branding:** Collaborate with graphic designer to produce strategic print, web, email, social media, and communications and develop templates for use by other staff
- **Special Events & Conferences:** Assist in strategy and programmatic elements for special events and conference participation from inception through promotion, media coverage, and audience follow-up
- **Liaison & Support:** Serve as support to regional fundraising groups and the Access Advisory Board ensuring participant recognition, delivery of benefits, and engagement in the FEA mission
- **Alumni & Volunteer Communications:** Collaborate with Senior Program Coordinator to support communications for alumni and volunteers, including web updating, newsletters, email messages, and other projects as appropriate
- **Brand Management:** Oversee brand management and growth, and ensure all constituents' understanding of brand guidelines
- **Communications Assessment:** 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
- 2 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
- Exceptional organizational skills and attention to detail
- Ability to multi-task

### Bonus Skills/Experience:

- Adobe InDesign skills
- Experience with email marketing management and online analytics
- 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](mailto:jobs@fundforeducationabroad.org), including “Communications & Outreach Coordinator” in the subject line by COB April 30, 2018. 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](http://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.