



Position: Communications Manager

Reports to: President and CEO

Location: Bethesda, MD (hybrid)

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### **Organization Overview:**

Collegiate Directions, Inc., founded in 2005, is a 501(c)(3) nonprofit organization committed to closing the education, achievement, and opportunity gap for primarily first-generation-to-college students from households of limited financial means. In our **Scholars Program** we provide comprehensive college counseling, targeted tutoring, test preparation, study skills, leadership training, and ongoing support, starting in 10th grade and continuing through successful college graduation. 90% of our Scholars complete college compared to 16% of their peers nationwide. Our **Career Mentoring Initiative** focuses on career coaching and access to workforce opportunities through experiential learning and connects Scholars with accomplished professionals in their chosen fields. Our **Mental Health/Wellness Initiative** aims to address our Scholars' social and emotional growth in meeting the wellness challenges they face from their high school through college years. As a part of our **School Support Program** CDI extends our work to high school college advising offices through tailored consulting focused on helping school counselors and staff improve college advising and supporting students to find their best-fit college. CDI is a trailblazing organization focused on closing the opportunity gap for its students in a rapidly changing higher education landscape which makes now an exciting time to join this dynamic team.

### **Summary:**

The Communications Manager will refine and execute CDI's communication plan. He or she will serve as a key champion of CDI and ensure that key stakeholders have the ability to deliver stories and messages that illustrate first-hand evidence of the organization's impact. He or she is responsible for CDI's internal and external communications including media relations, social and digital media and executive engagement. The Communications Manager reports to the president & CEO, is part of the leadership team, ideally has five to seven years of experience, and works closely with the development and programs teams. This is a full-time, exempt, position with a regular schedule, periodic evening and weekend hours and does not supervise a team.

We are looking for a knowledgeable, dynamic, entrepreneurial professional who is collaborative and service oriented. Please take a look at the key responsibilities and qualifications to learn more about this role.

### **Key Responsibilities:**

- Refine and implement annual and long-term communication plans including key metrics that track progress and document impact.
- Oversee all of CDI's branding and the continued development of the CDI brand.
- Develop targeted media list and write press releases and feature articles for publication.
- Develop a CDI media/marketing kit including written pitches and collateral marketing pieces for various audiences.
- Develop a social media strategy and maintain an ongoing social media presence for CDI.
- Write social media content, newsletters, brochures, event collateral and other documents as necessary.

- Manage all deadlines and ensure all communications work and interactions are tracked.
- Maintain communication with CDI stakeholders, including donors, the Board, Scholars and their families, and prospective supporters.
- Facilitate the relationship between CDI and external communication vendors and consultants.
- Prepare reports for the President and the Board on visibility campaigns and their results.
- Other duties, as necessary.

**Qualifications:**

- Bachelor's degree required in a relevant field and a minimum of five to seven years of experience developing and implementing communications and marketing plans.
- A passion for CDI's mission and an understanding of the transformative power of higher education.
- Ability to work collaboratively with staff, Board, donors and Scholars.
- Superior attention to detail
- Extensive writing, copy-editing, and editing experience.
- Excellent oral communication and presentation skills including the ability to analyze and communicate about data.
- Strong project management skills with the ability to meet multiple deadlines, work independently and manage multiple projects.
- Exceptional relationship manager both within and outside of the organization.
- Familiarity with the education trade press and proven results in pitching.
- Experience maintaining websites and blogs and producing newsletters.
- Understanding of Google analytics and proficient in Adobe Suite programs.
- Oversee and maintain social media platforms ensuring fresh content.
- Proficiency in Excel, Word and database software.
- Knowledge of higher education landscape preferred.
- High energy, dynamic, positive personality.

**Salary/Benefits:**

- \$60K-\$70K.
- Competitive benefits package including 100% employer-funded health care benefits (medical, vision and dental), generous paid leave and employer-paid retirement benefits, cell phone stipend and parking/transportation reimbursement. Hybrid working schedule is available.

To apply, please put "Communications Mgr" in the subject line and submit cover letter and résumé requirements to [president@collegiatedirections.org](mailto:president@collegiatedirections.org). The cover letter should clearly demonstrate your past progressive experience in communications, marketing or related field. Applications will be reviewed on a rolling basis until the position is filled. For more information, see [www.collegiatedirections.org](http://www.collegiatedirections.org).

Thank you for considering this opportunity!