

## Senior Communications Manager

### **Summary**

The Senior Communications Manager is responsible for overseeing and implementing Higher Learning Advocates' communications and media strategies. Based in Washington, DC, the Senior Communications Manager will interact with the Higher Learning Advocates team, partners, and external stakeholders, and requires an understanding of social and digital media and outreach strategies, innovative approaches to reach key audiences, and a commitment to the organization's mission.

### **Responsibilities**

- Develop and implement effective short- and long-term communications strategies to advance the organization's goals and elevate the organization's presence, including messaging, social media, digital, outreach strategies, and campaigns.
- Coordinate the production and dissemination of a diverse range of products tailored to specific audiences, including drafting and editing press releases, statements, opinion pieces, infographics, and blog posts.
- Cultivate, build, and maintain relationships with members of the media; arrange media contacts, press briefings, and interviews; respond to media inquiries quickly and effectively; and provide talking points and other materials as needed.
- Develop, implement, and manage a social media strategy and presence for the organization.
- Manage the regular upkeep of the organization's website to maintain fresh content and a user-friendly design.
- Support the Executive Director's public appearances and media engagement, including through drafting of talking points, testimony, and statements.
- Represent the organization at events and meetings.
- Collaborate with consultants to manage projects and achieve project goals.
- Support and identify opportunities for innovative partnerships and approaches to advance the goals of the organization.
- Participate in the planning and execution of coalitions, meetings, and conferences to advance the organization's communications strategies.

### **Qualifications**

- Demonstrated experience using communication, digital advocacy, or media strategies;
- Knowledge of and comfort with engaging with key media contacts in local, national, and trade outlets;
- Demonstrated success with managing multiple projects and deadlines simultaneously;
- Ability to work creatively to identify opportunities for organizational advancement; ability to work independently, to be highly-organized, and pay keen attention to detail;



- Strong oral and written communication skills, demonstrated by the ability to summarize complex policy topics for multiple audiences; and
- Operating style suited to working in a small team environment where teamwork, creativity, and flexibility are valued.

#### **Work Environment and Physical Demands**

- Work is performed in an office environment, mostly sedentary.
- Visual and auditory acuity for extensive use of various forms of technology.
- The position is currently remote, but is based in Washington, DC.

#### **Compensation**

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

**Higher Learning Advocates is an equal opportunity employer. Women and people of color are encouraged to apply.**

**To apply for this position, please submit a cover letter and resume to [careers@higherlearningadvocates.org](mailto:careers@higherlearningadvocates.org) with COMMS in the message title.**

*Higher Learning Advocates is a 501(c)3 nonprofit organization based in Washington, DC that supports and advances policy changes that increase postsecondary attainment. We support a postsecondary system that is student-centered, equitable, outcomes-based, and focused on educational quality by advocating for policies that: are based on student outcomes, make postsecondary education and student aid work for today's student, and ensure access and affordability. We are bipartisan, strategically minded, and focused on improving postsecondary outcomes for all students.*

*For more information about Higher Learning Advocates, visit [www.higherlearningadvocates.org](http://www.higherlearningadvocates.org).*