



## COMMUNICATIONS MANAGER

*"The progress that our students have made in recent years is inspiring – there is no doubt that they are capable of achieving at high levels and leading Tennessee into a bright future. While education stakeholders are already working together in exciting ways in Tennessee, it is our responsibility to redouble our innovative efforts to ensure that we are supporting our students to truly excel and thrive. The future of our state depends on it."*

- Senator Bill Frist, Chairman and Founder, SCORE

### **ABOUT SCORE**

Tennessee has been making significant progress in advancing a bold education reform plan over the last decade and is now a leader in the nation in dramatically improving student achievement. Tennessee is among the fastest improving states for student achievement according to the Nation's Report Card.

While Tennessee has made significant gains, there is much still to do – in public K12 education, in college and career readiness, and in postsecondary completion. The State Collaborative on Reforming Education (SCORE) plays a critical role in advancing student achievement, aligning K12 and postsecondary, and ensuring that all students can achieve career and life success. We work to monitor statewide progress in support of a prioritized agenda that drives collaboration across the state on policy while generating proof points and providing targeted support for implementation across the state.

SCORE is an independent, nonprofit, and nonpartisan organization founded by former US Senate Majority Leader Bill Frist and is dedicated to the goal that all students can achieve success in college, career, and life. SCORE supports student success in public schools across Tennessee by ensuring all schools and systems meet high expectations; preparing, recruiting, supporting, and retaining excellent teachers and leaders; and aligning K-12 and college with career and life success.

SCORE is based at Vanderbilt University's John Seigenthaler Center. For more information on SCORE, please visit [www.tnscore.org](http://www.tnscore.org).

### **OVERVIEW OF THE POSITION**

The Communications Manager will play a critical role in advancing the organization's work with a specific focus on supporting strategic communications. This individual will be responsible for a wide range of activities such as developing and executing social media campaigns for multiple accounts on multiple platforms; analyzing digital metrics to create strategies for increased engagement; creating blog, newsletter, and earned media content; developing and executing communications plans for special projects; and assisting with news media relations and creative agency management. This role requires superb writing and editing, creativity, strategic thinking, a focus on solutions, and a customer-oriented approach to interacting with team members and the public. Ideal candidates will demonstrate the ability to manage multiple projects and priorities, work collaboratively, and meet short deadlines while providing outstanding attention to detail.

The Communications Manager will report to the Director of Strategic Communications and work closely with the Senior Director of Public Affairs.

### **KEY RESPONSIBILITIES**

The Communications Manager will assist the Director of Strategic Communications in executing the organization's strategic communications plan. This individual will be responsible for, but not limited to:

- Developing social media content and strategies that advance the SCORE mission while increasing reach and engagement for multiple accounts
- Creating and updating content for multiple websites
- Assisting with creation of advocacy messaging and overseeing implementation of portions of advocacy campaigns
- Editing and overseeing production of policy memos and other published material
- Content creation and engagement maximization for multiple newsletters and other email communications for the organization
- Chief writer and editor of the SCORE blog, managing all aspects of scheduling, editing, and posting
- Assisting with news media relations
- Working with creative agencies on mission-specific communications projects

#### **CANDIDATE REQUIREMENTS**

Candidates must have a bachelor's or master's degree in communications/journalism or equivalent professional experience. Candidates must have three years of demonstrated success in communications for nonprofit organizations, public relations, public information, or journalism. Candidates also are expected to:

- Be an excellent writer with the ability to convey complex concepts in concise and compelling ways. Prior professional experience writing for advocacy, public relations, public information, or journalism preferred.
- Have experience creating social media content for advocacy, a brand, public information, or journalism. Prior experience creating social media content for advocacy or organizations preferred.
- Understand use of strategic communications to advance advocacy or build branding. Prior experience creating and/or executing communications strategies preferred.
- Demonstrate clear spoken communications.
- Be committed to excellence and attention to detail.
- Be able to manage multiple tasks simultaneously in a fast-paced, rapid-growth, high-intensity, and intellectually demanding environment.
- Be able to problem solve in the moment and pro-actively consult with other team members as appropriate.
- Have a high level of proficiency with the social media platforms of Facebook, Twitter, and YouTube and Microsoft Office applications. Experience with Hootsuite or other content management systems, social media analytics, Google Analytics, and WordPress or other website platforms preferred.
- Share the SCORE core values of collaboration, excellence, optimism, innovation, and courage.

Flexibility, teamwork, and high standards are essential for success in this position. SCORE provides excellent opportunities for professional growth and has a commitment to providing team members with feedback and opportunities to grow in their work. Experience with video production and a background in education policy or public policy will be helpful but is not required. The Communications Manager will work from SCORE's offices in Nashville.

#### **COMPENSATION**

Compensation will be competitive based on the candidate's previous experience and credentials.

**TO APPLY**

To apply, please send a resume, cover letter, one sample of professional writing (300-600 words) and two samples of brand or advocacy social media posts from the past six months to Director of Strategic Communications Teresa Wasson at [teresa@tnscore.org](mailto:teresa@tnscore.org). Application materials should be **submitted by June 21**. If you have any questions about the position, please contact us at the above email address or by phone at (615) 727-1545.