

Digital Communications Associate

About Us

For the past 75 years, the [Institute for Citizens & Scholars](https://citizensandscholars.org) (C&S) has prepared leaders and engaged networks of people and organizations to meet urgent education challenges, helping shape an informed, productively engaged, and hopeful citizenry. We are now rebuilding how we develop citizens in our country in three distinct ways:

- we support young people to be better citizens,
- we network civic leaders to ensure a resilient democracy, and
- we prepare a diverse and responsive next generation of college faculty and educators.

To sustain a flourishing civil society, we bring groups together as a force for progress on the nation's biggest education challenges. We bring a breadth and depth of experience in civic learning and civil society development. We also utilize a multi-disciplinary, cross-partisan, and cross-sector approach that harnesses data and technology to tackle the issues at scale since the most urgent and complex societal challenges cannot be solved by one field, party, or sector alone.

We work to create not just a better educated but a more just and inclusive America. We have long been a proponent of excellence in teaching by actively promoting more gender and racial diversity in American higher education, improving the quality of K–12 education in our country, strengthening STEM teaching in high-need schools, and improving understanding of American history and civics. And now we are dramatically expanding the scope of our work to focus on key determinants of a flourishing civil society.

We're on a mission to ensure that young people gain a deep understanding of our history, culture, government, institutions, and current affairs from diverse sources and perspectives – to vote, think critically, and have concern for the welfare of people of all backgrounds in their communities and across the nation; to debate and learn from each other, and work across difference to form a more perfect union. We believe everyone across the left, right, and center has a role to play to save and strengthen democracy. We're leveraging our 75 years of unrivaled expertise, data, and network of funders and practitioners—including 27,000 world-leading fellows—to tackle this challenge on a massive scale.

Position Overview

The Digital Communications Associate works closely with the Director of Marketing and the communications team to execute digital-first initiatives to drive Fellowship recruitment, build the C&S brand, and reach and steward new audiences. This position is based in Princeton, NJ, and includes a hybrid schedule of in-office and remote work.

Primary Responsibilities

- Manage Citizens & Scholars social media accounts and drive innovative digital and social media campaigns to achieve organization, team, and project goals.
- Create social media toolkits, guides, and other dynamic resources to deliver to brand ambassadors, peers, and other advocates.
- Execute paid social media campaigns to deliver results, including lead acquisition, program recruitment, website referrals, narrative change, and donation campaigns.
- Partner with the communications team to support website development and maintenance, ensuring that content is up to date, accessible for all users, and ranking highly on search engines.
- Produce and disseminate institutional newsletters, fundraising emails, news alerts, recruitment outreach, and related digital communications to key Citizens & Scholars stakeholders.
- Serve as point person on CRM initiatives and coordinate segmented audience lists and subscriber databases in MailChimp, and as related, Salesforce.
- Manage Google AdWords Grant to maximize audience and click-throughs.
- Create dashboards and processes to monitor and report on key performance indicators for all facets of digital marketing
- Performs other duties as assigned in support of C&S initiatives

Qualifications

- Bachelors' Degree or equivalent work related experience is required.
- A minimum of two years' experience in communications, including social media management and digital campaign experience
- Exceptional written and oral communications skills, including copy-editing and proofreading skills
- Demonstrated attention to detail
- Ability to handle multiple assignments at once and work in a fast-paced, campaign-like environment
- A passion for Citizens & Scholars work and mission
- Video, podcast editing and/or production skills, design experience, coding abilities, and/or event management experience a plus
- Be able to commute to the C&S office in Princeton, NJ.

Our Core Values

- **We are constantly learning and improving.** We test and refine new ideas and learn from our mistakes. We dare to question old solutions. We seek opportunities to collaborate with our diverse team; different backgrounds, skill sets, and thinking styles give us valuable new perspectives. We share knowledge and insights with each other to help us grow as individuals and as an organization.
- **We value diversity, equity, inclusion, and belonging for all.** We believe that we are stronger for our differences, and we acknowledge, respect, and appreciate them. We actively work with and learn from everyone—across all demographics, backgrounds, ideologies, and geographies. We identify areas where we differ and, for the good of the organization and each other, we explore and engage with differing perspectives.
- **We are gracious and grateful in all that we do.** We invest in our relationships with warmth and a sense of humor. We express gratitude to all our colleagues and stakeholders. While we strive for excellence, we recognize that no one is perfect. We give others the benefit of the doubt and act with kindness and integrity.
- **We are attentive and intentional.** We are aware of the needs of the world and those around us so that our work has a real impact. Our work is mission-driven and we know the “whys” – both large and small – behind what we do. Recognizing that details matter, we are equally committed to quality.

To Apply

Simply email your resume to doherty@citizensandscholars.org with “Digital Communications Associate” as the subject of the email. Please include your resume as a Word or PDF attachment to the email and paste your cover letter in the body of your email.

C&S will consider all qualified applicants for employment without regard to race, color, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, age, veteran status, or any other basis protected by law. This position may require pre-employment screening potentially including a criminal background check, verification of academic credentials, licenses, certifications, and/or verification of work history.