POSITION DESCRIPTION

Position Title: Communications Manager
Department: Communications/PR/Marketing

Reports to: Director of Marketing & Design
Salary Range: $70,000-$90,000

FLSA Status: Exempt
FT/PT: Full Time

Essential Position Functions

Are you a talented storyteller with a passion for shaping narratives that drive positive change? We are seeking a dynamic Communications Manager to join our team at the Institute for Citizens & Scholars. As the Communications Manager, you will play a crucial role in advancing our organization’s voice and presence in the civic, democracy, and education fields.

Reporting to the Director of Marketing & Design and collaborating closely with the Chief Communications Officer and the marketing & communications team, you will have the primary responsibility of developing content strategies and crafting compelling messages that promote the civic health of our country.

Content Strategy and Development:

- Create, curate, and produce engaging website content, including program messaging, thought leadership pieces, impact storytelling, marketing and fundraising messages, and organization collateral.
- Serve as the editor and content lead for our print, digital, and social media materials, working alongside our marketing associate to effectively reach target audiences.
- Partner with the communications, development, and program teams to establish and maintain an effective editorial calendar and content strategy that aligns with team and organizational goals.

Narrative Integration:

- Translate our civic research and analysis into accessible narratives, framing, talking points, and key messages for our program officers.

Brand Management and Content Curation:

- Ensure adherence to brand style guidelines and maintain editorial fidelity across all Citizens & Scholars platforms, including our website, social and digital media channels, newsletters, print publications, and other collateral.
- Build and maintain a comprehensive content library, including multimedia assets and resources, while managing web and print production. Develop a content bank of audio, visual, and written assets.

Collaboration and Deployment:

- Collaborate with our marketing associate and other team members to effectively deploy and disseminate marketing, external relations, fundraising, and program communications.
- Performs other duties as assigned in support of C&S initiatives.
Qualifications

- Bachelor's degree in Communications, Marketing, or a related field (or equivalent experience).
- Proven experience in developing and executing content strategies across multiple platforms.
- Exceptional storytelling and writing skills, with the ability to craft compelling messages for diverse audiences.
- Familiarity with digital and social media best practices.
- Strong organizational skills and the ability to manage multiple projects simultaneously.
- Attention to detail and commitment to maintaining brand consistency.
- Proficiency in content management systems and digital marketing tools.
- Some travel to the NJ home office is required.

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.

Physical Demands of the Position

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this position. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Making substantial movements (motions) of the wrists, hands, and/or fingers to type, write, file, perform clerical tasks, and/or operate a computer.
- Speaking/talking to express or exchange ideas or provide instructions.
• Hearing with or without correction to perceive normal speaking levels.
• Must have the ability to receive detailed information through oral communication.
• Must have the ability to travel.
• Sitting at a desk frequently.
• Occasionally may have to exert 10-15 pounds of force to lift, carry, pull or otherwise move objects.
• Walking/moving about to accomplish tasks, from one part of the office to another.
• Visual acuity with or without correction to prepare and analyze data and figures, view a computer terminal, read extensively, operate office machines, and to determine the accuracy, neatness and thoroughness of the work assigned.

**Work Environment**

The work environment characteristics described here are representative of those that must be met by an employee to successfully perform the essential functions of this position.

• The worker is mainly subject to an office environment and there is climate control; not substantially exposed to adverse environmental conditions.
• The work environment characteristics described here are representative of those that must be met by an employee to successfully perform the essential functions of this position.
• The employee will work up to three weeks of each month from a remote location and should be prepared to engage in work meetings via teleconferencing, with sufficiently robust internet access to do so.
• The employee must be prepared to participate in collaborative virtual and/or in-person meetings in the organization’s Princeton, NJ office during at least three consecutive days of one week each month (specifically, the Tuesday, Wednesday, and Thursday of Team Week), plus occasional other days as assigned.
• Periodically, the worker is subject to an office environment and there is climate control; not substantially exposed to adverse environmental conditions.

**To Apply**

Simply email your resume to opportunities@citizensandscholars.org with “Communications Manager” 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.