

Job Description

General Information

Title:	Communications & Program Coordinator	Reports To:	GEA Vice President
Created/Updated Date:	2/1/23	Schedule & Location:	<ul style="list-style-type: none"> • Monday – Friday with flexible hours. • Some weeknights and weekends required • Office located at GEA 311 Pomona Dr. in Greensboro
Status:	<ul style="list-style-type: none"> • Full time • Exempt 		

Position Summary: The Communications & Program Manager assists with the planning and implementation of an overarching communications strategy, including creating content for GEA’s various social media channels and GEA’s website. They manage the operations and logistics for GEA’s regular events, like *Principal for a Day*, *Education Summit*, and others. The Communications & Program Manager represents GEA in the community and works with team members to develop and sustain partnerships that forward the mission.

Essential Duties and Responsibilities

- Assist the VP with the management of the company’s external image and brand.
 - Create targeted, brand-consistent content for social media and other platforms; draft/edit copy as needed.
 - Take lead responsibility for regularly assessing and reporting social media metrics and work with VP to develop strategy.
 - Manage organization’s stakeholder lists for targeted communications (i.e. partners, media, teachers, elected officials, volunteers, supply donors, advocates).
 - Regularly update website.
- Serve on planning team and manage logistics for GEA’s events and programs.
 - Coordinate with leadership team on program and event goals and site selection.
 - Manage registration, vendors and contractors, and event volunteers.
 - Coordinate day-of event and program logistics.
 - Manage reporting and event and programming follow-up.
- Assist VP with community engagement and advocacy.
 - Coordinate recruitment, tracking and stewardship of organizational volunteers.
 - Represent GEA in the community at various events and forums and work with colleagues and stakeholders to develop partnership that forward the mission of GEA.

Note: All members of the GEA team have some modest responsibilities for general administrative or operational tasks that keep the organization running and at times assist with Teacher Supply Warehouse operations.

Education Requirements

Degree/Diploma Required	Program of Study
Bachelor’s Degree required	Communications, PR, non-profit or business management

Experience Requirements

Years of Experience

Type of Experience

This position requires a creative thinker who can think and work outside of the box. Must have experience professionally writing. Attention to detail and willingness to drill down into reports to identify trends is also key. Being a team player who can work across functions. Event planning experience.

Skills and Abilities

- Mastery of Microsoft office suite including Word, Excel, Power Point, and other tools such as In-Design, Adobe, and Wordpress.
- Experience writing press releases and new articles.
- Experience with basic graphic design.
- Ability to adapt to, learn and use systems with ease (d-base, computer, phone, etc).
- Experience with various on-line, social media, web design and hosting, digital design and editing tools
- Strong written and verbal communication skills. **Must submit 3 professional writing samples with application.**
- Excellent time management skills and judgement.
- Ease in interacting with and demonstrating respect for a wide range of diverse stakeholders.
- Knowledge of and experience with the public education system and Guilford County non-profit and business sectors.
- Ability to organize and prioritize multiple projects and activities.

We are looking for:

- a **customer service-oriented problem solver** and **collaborator**.
- an **organized doer** and **creative thinker** who **balances priorities** and **manages time wisely**.
- a **fun, adaptable**, make it happen **team player** who thrives in a fast-paced entrepreneurial environment.
- a **servant leader** who engages volunteers and provides user friendly tools and processes to support them.
- a **self-aware individual** committed to developing her/his strengths while seeking to understand and leverage the strengths of others.
- a **passionate advocate for our public schools**, students and community.

Employee or Contractor Statement of Understanding

I have read and understand the job description for my position. I can perform all the essential functions of this position.

I agree to comply with the corporate compliance policy and all laws, rules, regulations and standards of conduct relating to my position. As an employee or independent contractor, I understand my duty to report any suspected violations of the law or the standards to my supervisor or coordinating manager.

As an employee or independent contractor, I will strive to uphold the mission and vision of the organization. All employees and contractors are required to adhere to the values of honesty, excellence, respect, and commitment in all their interactions with volunteers, donors, customers and fellow employees and contractors.

Signature

Date