



**Collaborative for Academic, Social, and Emotional Learning  
Position Announcement for Manager for Communications  
Posting Date: January 26, 2012**

**Organizational Summary:**

The Collaborative for Academic, Social, and Emotional Learning (CASEL), a nonprofit organization based in Chicago, is dedicated to advancing the science and practice of school-based social and emotional learning (SEL). CASEL's mission is to make social and emotional learning an integral part of education from preschool through high school throughout the U.S. CASEL is now poised to dramatically expand its efforts and its organization. With committed and growing philanthropic funding and a new strategic plan, CASEL will endeavor to:

- Support breakthrough examples of systemic SEL in large school districts and socio-demographically diverse school districts across this nation
- Promote federal and state policies, including learning standards, that encourage academic, social, and emotional learning
- Build a research base for implementing district-wide SEL and develop tools to accelerate high-quality implementation nationwide
- Partner with SEL program providers, colleges of education, and professional organizations to support scaling of SEL
- Strategically communicate to foster widespread demand for SEL as an essential part of students' education at the school, district, state and national level

CASEL has been a national collaborative since 1994, but as a recently established not-for profit organization, it is also in a period of rapid growth. The staff supports the increased activities of the Board of Directors and various national working and advisory groups, manages research projects, provides training and technical assistance, develops new tools and methods for SEL implementation, and disseminates information from the field. The current work environment is fluid and fast-moving. For more information about our work, please visit:

[www.casel.org](http://www.casel.org).

**Position Description and Responsibilities:**

CASEL has an immediate need for a Manager for Communications to lead major portions of CASEL's brand, marketing and communications strategy. The Manager will report directly to the Vice President for External Affairs and be a core part of CASEL's External Affairs team.

Major responsibilities include:

- Lead an overhaul of CASEL's digital media, including website redesign and constituent engagement tools
  - With support from a partner firm and input from CASEL leadership, lead content generation and assembly, including motion media, imagery and text copy

- Develop a social media strategy and tools and enhance the utility and impact of CASEL’s current electronic newsletter
- Plan and execute high-profile launch and promotion of the new CASEL site and tools
- Lead the marketing and promotion of the CASEL Forum – a bi-annual event
  - Develop creative electronic and print products for outreach to generate interest in participation, attendance and media coverage
  - With support from a partner firm and input from CASEL leadership, develop and execute a compelling look and feel for the event and its associated announcements, including signage, print materials and online presence
- Lead the design, production and distribution of CASEL work product, including research and policy publications, resource materials, and reports
- Support CASEL’s school district partners in local communications, including providing language, tools, and resources for promoting collaborative work in CASEL’s district sites
- Create guidelines, protocols, templates and a suite of materials and provide necessary training and supports for the consistent application of the CASEL brand throughout digital and print communications across the CASEL network of district, research and policy partners
- Lead the positioning of CASEL leaders as “go-to” authorities in the field of education
  - Manage strategy for CASEL leaders’ appearances, including identifying new and creative venues or platforms
  - Prepare talking points, speeches, presentations, and other supporting materials as needed by CASEL leaders
- Lead the promotion of CASEL’s mission and work in the media
  - Actively cultivate, engage and manage press relationships
  - Expand positive coverage of CASEL nationally and in target markets
  - Regularly write news releases and alerts
- Develop methods and tools for monitoring the effectiveness of communications activity, and report and make recommendations to CASEL leadership
- Provide communications support to CASEL’s public policy and fundraising efforts
- Build and maintain personal knowledge of academic, social and emotional learning and education reform issues broadly, with particular reference to CASEL’s work

## **Qualifications**

CASEL seeks a highly motivated individual who can proactively contribute to a team, routinely get results, and continuously grow professionally.

The ideal candidate will have the following experience, expertise and skills:

- Bachelor’s degree in journalism, communications, marketing or related field required; advanced degree preferred
- Five to seven years of experience in journalism, communications or marketing
- Exceptional and fast writer
  - Extensive successful writing and editing experience (externally focused) with a variety of print and online communications media

- Experience in creating and managing the full process for developing, designing, producing and disseminating print and electronic communications products and materials
- Demonstrated skill and comfort in proactively building relationships with top tier reporters and editors, and in successfully positioning subject matter with the media to achieve high-impact placements
- Excellent oral, interpersonal and presentation skills
  - Ability to build relationships and communicate effectively with senior management, internal colleagues and external collaborators
- Excellent project management skills
- Demonstrated commitment to academic, social and emotional learning and CASEL's mission

The desire to work in a highly collaborative, entrepreneurial environment where taking initiative, working well in teams of internal and external colleagues, and perseverance in the face of challenges is a must.

### **Position Start Date**

CASEL is seeking an experienced professional to begin as soon as possible on a full time basis.

### **Compensation**

CASEL seeks to maintain compensation packages competitive within the nonprofit and education sectors, commensurate with experience.

### **To Apply**

Please email a resume and thoughtful cover letter outlining how your skills and experience meet the qualifications of the position and stating how you heard about this opportunity to [careers@casel.org](mailto:careers@casel.org). Please include the position title in the subject line of your email message. We regret that we will not be able to respond to phone inquiries about this position.

*CASEL is an equal opportunity employer. CASEL evaluates applicants for employment on the basis of qualifications, merit and work-related criteria without regard to race, color, religion, gender, national origin, age, sexual orientation, mental or physical disabilities, pregnancy, medical condition, marital status or any other characteristic protected by law. CASEL employs and values a diverse work environment.*