Communications Manager, CRPE  
(Job Number: 83684BR)

<table>
<thead>
<tr>
<th>Campus Location</th>
<th>Off-Campus: Seattle</th>
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</thead>
<tbody>
<tr>
<td>Department Name</td>
<td>Mary Lou Fulton Teachers College</td>
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<tr>
<td>Full-Time/Part-Time</td>
<td>Full-Time</td>
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<tr>
<td>Grant Funded Position</td>
<td>This is a grant funded position and is contingent on future grant funding.</td>
</tr>
<tr>
<td>Salary</td>
<td>Depends on Experience</td>
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<tr>
<td>Close Date</td>
<td>September 30, 2022</td>
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Job Description

We are looking for a Communications Manager to play a vital role in ensuring that the Center on Reinventing Public Education’s (CRPE) wide-ranging research makes a difference in the field by seeding a focus on impact throughout the lifecycle of our work and leading strategic communications initiatives across our programs.

Reporting to the Director of Impact and Communication, the Communications Manager will work to expand the reach and impact of CRPE’s work through strategic communications initiatives, with a focus on digital strategy. The Communication Manager at CRPE will help disseminate our research and elevate our work through creative outreach to the media, the public and various other stakeholders in the world of K-12 education policy and practice.

About CRPE

The Center on Reinventing Public Education (CRPE) is a nonpartisan research center founded in Seattle, Washington in 1993 and now led by investigators and collaborators at Arizona State University.

CRPE believes inequities are hard-wired into our public education system in both obvious and subtle ways. Our core business is studying efforts to rewire the system for ongoing improvement and excellence for every student—moving from the classroom, to the school, to policy implications. We envision a public education system that truly prepares every student for the challenges of the future. We fulfill this mission through:

- **Research**: We produce world-class research that’s interesting, significant, and trustworthy.
- **Thought leadership**: Our analyses look around the corner, comment on relevant issues, and propose new ideas.
- **Engagement with leaders**: We prioritize learning from city, state, and nonprofit leaders in their communities and we inform their work with evidence.

CRPE seeks team members who are passionate about systems change and embrace the idea that public education is a goal, not a set of institutions. The following core values guide our work:

- **Equity**: We are committed to an ongoing and active fight against racism and injustice
- **Curiosity**: We look around the corner
- **Excellence**: We do world-class research that’s interesting, significant, and
trustworthy

- **Teamwork**: We’re clear, focused, and productive together
- **Ownership**: We’re all responsible for CRPE’s success
- **Communication**: We’re clear and honest with each other
- **Camaraderie**: We appreciate each other
- **Integrity**: We’re professional and ethical

CRPE has played a national role in studying the impact of the Covid-19 pandemic on school systems and policy, and we are studying new methods of schooling that will inform rebuilding efforts post-pandemic.

To learn more about our work, visit CRPE’s publications and newsroom pages, which feature our most recent thinking on education issues in play today.

| Essential Duties | 
| --- | --- |
|  ● **Website**: Create and post web content in Wordpress. Audit website for needed updates and make recommendations that could better feature our work or improve the user experience to address project or CRPE needs.  
  ● **Writing**: Write and develop newsletters, blog teasers, press releases, e-blasts and other related material that can help disseminate CRPE products to targeted audiences.  
  ● **Digital**: Lead the development of CRPE’s digital media strategy, including managing the ownership of website, social media, and email analytics. Make data-driven recommendations to strengthen the impact of products and dissemination strategies for various written products and projects. Maintain knowledge of data visualization tools and identify opportunities for CRPE to expand data visualization opportunities.  
  ● **Media**: Support media relations work and recommend/carry out strategies to maximize CRPE’s impact and build brand awareness. Maintain media lists and liaise as needed with and work with the Director of Communications and Impact as well as media relations consultants on key campaigns.  
  ● **Outreach**: Help maintain CRPE’s contact database by creating targeted audience lists for outreach campaigns.  
  ● **Events**: Assist in coordinating external events, such as media briefings, webinars, forums, and advisory board meetings. Duties may include drafting invitations, creating event registration forms, writing or developing event content, running rehearsals and operating Zoom.  
  ● **Special projects**: Support special projects across CRPE as needed. |

| Minimum Qualifications | Bachelor's degree in a field appropriate to the area of assignment AND five (5) years of related administrative experience, which includes three (3) years of supervisory experience; OR, Nine (9) years of related administrative experience, which includes three (3) years of supervisory experience; OR, Any equivalent combination of education and/or experience from which comparable knowledge, skills and abilities have been achieved. |

| Desired Qualifications | ● Bachelor’s degree or demonstrated impact in a communications project or initiative  
  ● Evidence of 2+ years of experience working in a communications department  
  ● Evidence of proficient website editing skills in one of the following (CMS, HTML, Wordpress)  
  ● Evidence of outstanding written and verbal communication skills to develop |
blogs, newsletters, and other research-related materials
- Ability to manage multiple projects in a highly detail-oriented environment
- Evidence of customer-service mindset and ability to work with multiple stakeholders

**Working Environment**
- CRPE offices are located in Seattle, Washington, but CRPE welcomes remote applicants from anywhere in the United States
- Ability to work evening and weekend hours, as necessary, on short or limited notice
- Must be willing to travel nationally when necessary
- Activities are performed in an environmentally controlled office setting subject to extended periods of sitting, keyboarding and manipulating a computer mouse
- Regular activities require ability to quickly change priorities
- Ability to clearly communicate verbally, read, write, see and hear to perform essential functions

**Department Statement**
ASU's Mary Lou Fulton Teachers College creates knowledge, mobilizes people, and takes action to improve education. Nationally recognized as a leader in teacher preparation, leadership development and scholarly research, Mary Lou Fulton Teachers College prepares over 7,600 educators annually. MLFTC faculty create knowledge by drawing from a wide range of academic disciplines to gain insight into important questions about the process of learning, the practice of teaching and the effects of education policy. MLFTC mobilizes people through bachelor's, master's and doctoral degree programs, through non-degree professional development programs and through socially embedded, multilateral community engagement. MLFTC takes action by bringing people and ideas together to increase the capabilities of individual educators and the performance of education systems.

Aligned with ASU’s commitment to justice, equity, diversity and inclusion, MLFTC is committed to advancing systemic equity in our curricula, programming and institutional relationships. The college’s core value of **Principled Innovation** connects individual decision making to the pursuit of systemic equity.

**ASU Statement**
Arizona State University is a new model for American higher education, an unprecedented combination of academic excellence, entrepreneurial energy and broad access. This New American University is a single, unified institution comprising four differentiated campuses positively impacting the economic, social, cultural and environmental health of the communities it serves. Its research is inspired by real world application blurring the boundaries that traditionally separate academic disciplines. ASU serves more than 80,000 students in metropolitan Phoenix, Arizona, the nation's fifth largest city. ASU champions intellectual and cultural diversity, and welcomes students from all fifty states and more than one hundred nations across the globe.

ASU is a tobacco-free university. For details visit [www.asu.edu/tobaccofree](http://www.asu.edu/tobaccofree)

AmeriCorps, Peace Corps, and other national service alumni are encouraged to apply.

Arizona State University is a VEVRAA Federal Contractor and an Equal Opportunity/Affirmative Action Employer. All qualified applicants will be considered without regard to race, color, sex, religion, national origin, disability, protected veteran status, or any other basis protected by law.
Notice of Availability of the ASU Annual Security and Fire Safety Report

In compliance with federal law, ASU prepares an annual report on campus security and fire safety programs and resources. ASU’s Annual Security and Fire Safety Report is available online at [https://www.asu.edu/police/PDFs/ASU-Clery-Report.pdf](https://www.asu.edu/police/PDFs/ASU-Clery-Report.pdf). You may request a hard copy of the report by contacting the ASU Police Department at 480-965-3456.

Relocation Assistance – For information about schools, housing child resources, neighborhoods, hospitals, community events, and taxes, visit [https://cfo.asu.edu/relocation-services](https://cfo.asu.edu/relocation-services).

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<thead>
<tr>
<th>Employment Verification</th>
<th>ASU conducts pre-employment screening which may include verification of work history, academic credentials, licenses, and certifications.</th>
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<tbody>
<tr>
<td>Background Check Statement</td>
<td>ASU conducts pre-employment screening for all positions which includes a criminal background check, verification of work history, academic credentials, licenses, and certifications. Employment is contingent upon successful passing of the background check.</td>
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<tr>
<td>Instructions to Apply</td>
<td>Application deadline is 3:00PM Arizona time on the date indicated.</td>
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<td>Please include all employment information in month/year format (e.g., 6/88 to 8/94), job title, job duties and name of employer for each position.</td>
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<td>Resume should clearly illustrate how prior knowledge and experience meets the Minimum and Desired qualifications of this position.</td>
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<tr>
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<td>ASU does not pay for travel expenses associated with interviews, unless otherwise indicated.</td>
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<tr>
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<td>Only electronic applications are accepted for this position. #83684BR</td>
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