

# Communications & Impact Manager

**Starting Pay Range:** \$50,000–\$55,000

**Location:** Tulsa, OK

**Full or Part Time:** Full-time, Nonexempt

**Supervisory:** No

**Reports to:** Community Engagement Manager

**Date Opened:** July 8, 2024

## Our Mission

Cultivate impactful partnerships and learning pathways that inspire and prepare all youth for a STEM-enabled future.

## Position Description

The Communications & Impact Manager plays a vital role in amplifying the work of Tulsa Regional STEM Alliance (TRSA). Under the direction of the Community Engagement Manager, the team member in this position is responsible for crafting and disseminating compelling narratives across our STEM ecosystem that solidify TRSA's role as a STEM Ecosystem leader and ensuring partners (youth, educators, providers, schools, and funders) understand our services and impact.

This role partners across our team to design and execute communication strategies. The Communications & Impact Manager employs an equity-centered approach to create inclusive publicity and messaging. They utilize varied and strategic communication strategies to reach targeted audiences while maintaining consistent messaging. The ideal candidate will be a versatile communicator adept at tailoring messages for diverse stakeholders.

## Position Responsibilities

### Enhance Visibility and Access

- Uphold and enhance the TRSA brand by ensuring consistent messaging and visual identity across all platforms, leading initiatives to maintain brand integrity and increase recognition in the community.
- Collaborate with internal teams to recruit participants, communicate impact, and advocate for high-quality STEM experiences for all youth.
- Lead the development and implementation of effective outreach strategies (e.g., lunch and learns) for partner and funder engagement.

### Communication Planning

- In collaboration with other team members, develop and execute a comprehensive communication plan for TRSA programs, events, and fundraising efforts, including publicity for partner programs and events.
- In collaboration with other team members, support the analysis and communication of program data internally, to the TRSA board of directors, to partners, and to the broader community.

### **Graphics, Design, and Collateral**

- Document initiatives and events through photographs, videos, and other visual media to enhance storytelling and promotional efforts.
- Design a diverse range of communications materials and graphics that align with the TRSA brand, including brochures, flyers, email newsletters, and program collateral.
- Manage the entire production process, from design to distribution, to ensure high-quality materials that effectively communicate TRSA's mission.
- Own and implement the annual impact report production process, including quarterly impact reports.

### **Owned Media**

- Manage website content, serving as TRSA's webmaster and ensuring content is up-to-date and aligned with messaging and branding.
- Implement strategies to enhance website accessibility and optimize the user experience.

### **Media Relations & Earned/Paid Media**

- Plan and implement media relations, serving as the organization's point of contact and spokesperson where appropriate.
- Develop and nurture relationships with media outlets to enhance TRSA's presence in relevant media.
- Leverage a strategic array of communications channels, including earned and paid media, to meet the goals of the communications strategy.

## **Other duties as assigned**

- Support development efforts such as staffing major fundraising events or supporting documentation required for grant reports.
- Assist with special projects and initiatives of TRSA and its partners as needed.
- Support work led by other TRSA team members.

## **Required Qualifications**

### **Education & Experience**

- Bachelor's degree in Communications, Marketing, Public Relations, or a related field; OR an equivalent combination of relevant work experience, training, and demonstrated skills in communications and marketing.
- 3+ years experience in a communications role.
- Proficiency with various communication tools, including social media platforms, WordPress, and visual design tools such as Canva or Adobe Creative Suite.
- Experience with project management and the ability to manage multiple tasks simultaneously.

### **Skills & Competencies**

- Excellent written and verbal communication skills.
- Strong organizational and project management skills.



- Proficiency with technology, including Google Suite, Microsoft 365, web analytics, and various social media applications.
- Ability to design and create marketing materials and graphics that align with branding guidelines.
- Ability to work independently with minimal supervision and as part of a team.
- Strong interpersonal skills with the ability to build relationships and work collaboratively.
- Commitment to equity, diversity, inclusion, and creating spaces of belonging.
- Flexibility to thrive in a dynamic, fast-paced environment.
- Professional attitude and workplace demeanor.

### **Other Requirements**

- Valid driver's license and reliable transportation.

## **Preferred Qualifications**

- Familiarity with the current STEM education landscape.
- 5+ years experience in a communications role, preferably in the nonprofit or STEM education sector.
- Experience with video editing and photography.
- Experience with media relations and developing relationships with media outlets.

## **Compensation**

- The annual salary range for Program Manager is set at \$50,000 to \$60,000.
- The benefits package includes health, dental, and life insurance, 50% 401k matching, 160 hours of annual Paid Time Off, 40 hours of monthly Virtual Office Leave allowing employees to work off-site, and 14 paid holidays.
- Eligible for a 2.5% bonus based upon annual performance review.

## **Equal Employment Opportunity**

In any of its activities or operations, TRSA shall not discriminate on the basis of race, color, religion (creed), gender, age, national origin (ancestry), disability, marital status, sexual orientation, military status, genetic information, or any other basis made unlawful by applicable federal, state, or local laws or regulations. This policy governs all aspects of employment, including hiring, job assignment, compensation, discipline, termination, and access to benefits and training.

**Close Date:** July 26, 2024, or until filled

Interviews will be scheduled on a rolling basis before the close date for qualified applicants.