

Communications Associate



WHO WE ARE

Capital Partners for Education (CPE) has provided one-to-one mentoring and college and career success programming to low-income, first-generation to college students since 1993. CPE's mentoring program supports DC students who fall within the academic middle of their peers to provide the skills and experiences they need to successfully complete college and to excel in the workforce. CPE's student body has tripled in size over the last five years; the organization currently supports more than 460 students who are enrolled in 17 Washington, D.C.-area high schools and more than 80 colleges and universities across the country. Through one-to-one mentoring and guidance from CPE staff, 61% of CPE students graduate college at twice the rate of their similarly-situated peers.

POSITION DESCRIPTION

The Communications Associate will assist the Communications Manager with a variety of communications projects. The incumbent will contribute to CPE's strategic communication campaign plans, help promote CPE's brand, and provide general communications expertise and assistance that supports CPE's mission and goals.

The position reports to the Communications Manager and is an integral member of the CPE communications team. Having expertise in and a strong passion for social media engagement, writing, and editing is essential for this role. The Communications Associate is expected to fulfill the following responsibilities and as the organization grows, these responsibilities may change and encompass additional areas within the communications team:

Responsibilities include:

- Manage social media accounts including creating a social media strategy, engaging current and potential followers, and publishing content on a regular basis
- Collect and share stories from mentors, students, alumni, and other stakeholders
- Generate data for evaluation of effectiveness of communications activities and create reports for organizational measurement
- Attend program and development events to take photos and collect stories
- Produce creative materials (videos, infographics, flyers, etc.) to further increase CPE's engagement and visibility
- Manage communications tracker and testimonial library ensuring documents are kept up-to-date



- Manage communication with alumni including management of alumni Facebook page, creating consistent touchpoints with alumni, and collecting updates from them
- Work closely with Communications Manager to create, edit, and distribute content through third-party software
- Research events and forums for CPE to be part of in an effort to increase the organization's visibility and engagement
- Take on special projects as needed, including but not limited to administrative tasks in support of CPE's COO and other team members as assigned
- Support human resources manager by providing back-up coverage at the front desk and other tasks as assigned

REQUIRED QUALIFICATIONS

- Bachelor's degree and at least 2 years of relevant experience
- Dedication to CPE's mission of helping low-income and first-generation to college students obtain a college degree
- Passionate about social media engagement with expertise and experience managing social media platforms
- Strong interpersonal skills
- A demonstrated ability to meet deadlines and manage multiple projects
- Excellent written, analytical, research, problem solving, and organizational skills
- Proficiency with Microsoft Word, Excel, and PowerPoint
- Photography, videography, and graphic design skills desirable but not required
- Ability to work independently and in a team

HOW YOU WILL BE COMPENSATED

Your salary will be commensurate with your experience and abilities. CPE provides a comprehensive benefits package which includes:

- Medical, dental, and vision insurance
- 403(b) retirement plan with employer matching available
- Life and disability insurance with premiums fully funded by CPE
- Paid time off, including vacation, official holidays, and office closure at year-end
- Fully paid membership at local gym
- Flexible spending account

HOW TO APPLY

Please send your **cover letter** and **resume** to communications@cpfe.org. In your cover letter, please include salary requirements. Thank you for considering this opportunity with CPE.