



Communications Manager

Do you love to tell stories? Is the belief that every child has the right to a great education a key component of your life? If so, New Meridian Corporation, a nonprofit organization seeking to disrupt assessment as we know it by focusing on what is important—student learning—while reducing costs and time of implementation is looking for an energetic and creative candidate to become our brand storyteller and content developer. This position, reporting to the vice president of marketing will support New Meridian’s marketing communications strategies telling our story in multidimensional ways. This position will convey messages to target audiences and promote our brand and public understanding among stakeholders.

OUR IDEAL CANDIDATE:

The ideal candidate for this exciting position enjoys telling stories and listening to people. You are a great writer and editor and possess a creative soul. You ensure all written communications are consistent with our brand and engaging to our audiences. You enjoy pitching stories to the media, working with writers, designing campaigns to communicate with stakeholders and offering added value to our existing clients. You are knowledgeable of social media and newsletter platforms. You can work with a variety of people and are a thoughtful editor.

In addition, our ideal candidate has the following traits:

- An ability to get things done: You are results-driven, resourceful, action oriented, and persistent. You consistently look ahead and anticipate needs before they arise. You are capable of being strategic and willing to be tactical. You are quick.
- Creative mindset: You can quickly adapt and develop creative solutions to challenges. You deeply understand organizational strategies and can synthesize information to recommend a plan of action. You are curious.
- Emotional intelligence: You are highly self-aware and perceptive to the dynamics of key relationships. You are positive, empathetic, flexible, and curious. You naturally gain the respect of your colleagues through your authenticity, warmth, and competence. You are humble.

- Trustworthy: You are highly ethical, principled, and mission driven. You operate with discretion and integrity and garner the trust of others. You are kind.

EXPECTED DUTIES AND RESPONSIBILITIES

Under the direction and leadership of the vice president of marketing, the communications manager provides expertise and execution in the following areas:

- Commission, write, and edit white papers, web content, and/or bylined articles
- Work with our PR firm to pitch news stories to the media, write press releases
- Create, update, and manage web content and newsletters with a focus on user experience
- Develop editorial calendar for web and social media content
- Manage the design, content, and production of MarCom materials for the organization with a keen sense of the audiences in the K-12 space
- Produce videos
- Coordinate with writers, photographers, and other consultants and contractors to ensure work is on time and publication-ready
- Edit proposals
- Edit external written communications
- Collaborate with other member of the marketing team to seamlessly ensure execution of marketing plan
- Analyze success of programs and communicate to support recommendations for future programs
- Develop strong, collaborative working relationship across the organization
- Expand our brand value and increase our brand awareness
- Do all the above to create a narrative identity for New Meridian that is cohesive, consistent, and compelling

REQUIREMENTS AND EXPERIENCE

- Bachelor's degree in communications, journalism, public relations or relevant field
- Minimum 7 years of experience, agency experience preferred
- Outstanding written and verbal communications skills
- Strong editing and proofreading skills
- Strong knowledge of Twitter and LinkedIn media preferred
- Familiar with AP and APA styles
- Preferred location for this position is Austin, Texas. Telecommuting may be considered for candidates with proven experience working remotely.

- Travel to meetings and conferences as needed (less than 25%)

WHO WE ARE:

- New Meridian is an assessment design and development partner that helps states prepare today's students for the challenges of tomorrow. We do that by providing technical expertise and the highest quality, research-validated test content that is uniquely focused on critical thinking, reasoning, and communication skills — the capabilities students will need to thrive in the future.
- New Meridian is a 501(c)(3) nonprofit organization located in Austin, Texas. While only three years old, we have multiyear contracts with 10 states and agencies. With our clients, we are pioneering a new way for states to co-develop and share assessment content that results in states developing higher quality assessments more cost effectively for a wider range of students.
- We are financed primarily through program and licensing revenues, with additional targeted support from philanthropic organizations committed to deeper learning and high-quality assessments.

New Meridian Corporation is an equal opportunity employer and encourages individuals of all backgrounds and identities to apply. We are excited to receive applications from persons in occupations or positions where they are under-represented, particularly from individuals connected to underserved communities. We feel we are strengthened by diverse perspectives.