

External Relations Manager:

Flint Center for Educational Excellence

Exemption Status: Full-time, Exempt—Salaried (grant-funded position)

Position Summary

The External Relations Manager (the Manager) supports the Flint Center for Educational Excellence’s (the Center) mission of building a community that works for all Flint kids by raising awareness among key audiences about the value of increased and strategic investments in educational services. The Manager will coordinate the activities of the Communications & Marketing Coordinator and government relations contractors to promote the Center’s brand with external audiences, including the general public, the media, elected officials, and national and community organizations.

Reporting to the Executive Director, the Manager will develop, implement, and continuously improve a communications strategy that communicates pertinent information, research, and policy information related to the Center’s strategy. In partnership with the Executive Director, the Manager will engage partners to develop a P-20 policy agenda, articulating the changes in public policy needed to sustain the Center’s efforts and expand opportunities to children in other communities. With support from government relations contractors, the Manager will monitor policy activities related to the Center’s P-20 policy agenda and identify opportunities to engage the leadership team, the Community Council on Education, the Flint Parent Collaborative, or other audiences in raising awareness about critical issues or advocating directly for policy change. To achieve this, the Manager will coordinate with the Research & Evaluation Manager to integrate outcome data into public awareness materials and information.

About the Flint Center for Educational Excellence

The Community Foundation of Greater Flint currently serves as fiscal sponsor for the Flint Center for Educational Excellence and will lead the pilot phase of its work until it becomes an independent entity. As a result, the workplace culture will be that of a dynamic start-up organization with team members proactively establishing systems and processes to support the Center’s growth and development as a high-performing organization.

Major Responsibilities & Key Tasks

Communications & Marketing

- Supervise the activities of the Communications & Marketing Coordinator;
- Strategize opportunities to build awareness for the Center and its key strategies;
- Ensure quality for all social and external relations content;
- Recommend innovative strategies to expand the Center’s reach, particularly for Flint kids and their families;
- Lead and help write/edit key external projects;
- Deliver regular reports of media reach (owned and earned) and other related key performance indicators in external communications;

- Develop the Center’s branding guidelines and ensure the brand identity is adhered to in all external communications.

Public Awareness & Advocacy

- Research speaking opportunities, panels, and guest posting opportunities for the Center’s leadership and staff to raise awareness about the Center’s priorities;
- Research and monitor policy activity that affects the Center’s priorities and initiatives;
- Assist the leadership team with strategic planning for known and potential policy activities related to the Center’s priorities and initiatives;
- Manage government relations contractors, ensuring progress toward the Center’s policy agenda;
- Convene and coordinate the activities of local and regional education advocates in areas of common interest;
- Coordinate testimonies before government committees in support of the Center and its priorities;
- Research and coordinate the introduction of legislative and public policy changes that advance the Center’s policy agenda.

Other Duties

Please note that this job description is not designed to cover or contain a comprehensive listing of activities, duties, or responsibilities that are required of the employee for this job. Duties, responsibilities, and activities may change at any time, with or without notice.

Minimum Qualifications

- Bachelor’s degree in communications, public policy, or a relevant mix of education and work experience in public policy, communications, marketing, business administration, or public administration.
- Master’s degree in communications, marketing, or public preferred.
- Minimum 5 years of successful experience working in dynamic and entrepreneurial start-up environments.
- CPR & First Aid certifications, or ability to certify upon hire.
- Ability to effectively interact and collaborate with educators, parents, and Flint kids.
- Satisfactory criminal background check and unprofessional conduct check.

Required Skills & Abilities

- Excellent verbal and written communication skills.
- Excellent interpersonal and negotiation skills.
- Strong analytical, strategic thinking, and problem-solving skills.
- Strong organizational skills.

Compensation & Benefits

- Salary range: \$65,000 - \$75,000 per year based on education and experience
- Competitive benefits package including 401(k), health, vision, and dental benefits