



Communications Manager  
Denver, Colorado (Hybrid)  
November 2024

## ABOUT COLORADO SUCCEEDS

Colorado Succeeds is a nonprofit, nonpartisan network of business leaders representing companies of different sizes, sectors, and locations from across Colorado who have come together to ensure that all Colorado students are educated to their greatest potential and all Colorado businesses have the homegrown talent they need to thrive.

We believe that education systems should respond to the diverse needs of learners and the dynamic skills required in today's world. By focusing on outcomes, we can equip all learners with the tools they need to solve problems that have yet to be identified. Our members—business and community leaders across Colorado—are dedicated to changing outcomes for learners and shaping the future of Colorado's workforce.

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*Vision: All of Colorado's children are educated to their greatest potential, and all of Colorado's businesses have the talented and innovative homegrown workforce they need to thrive.*

*Mission: To apply our business expertise, influence, and capital to improve Colorado's schools.*

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## OPPORTUNITY

We are seeking a Communications Manager to join our Policy & Advocacy Team. This role is ideal for a high-performing individual with exceptional attention to detail and the ability to execute communications and advocacy projects efficiently, effectively, and with excellence. The Communications Manager will develop and manage content, oversee timelines, and drive engagement across key audiences, including policymakers, education and business leaders, community stakeholders, and others. Strong project management skills will be essential for coordinating work across the organization and ensuring seamless execution.

This position offers a unique opportunity to shape and execute Colorado Succeeds' communications across multiple channels (newsletters, website, social media, media relations, etc.). Reporting to the Director of Communications, the Communications Manager will work closely with internal teams and external partners to further our mission of improving educational outcomes in Colorado.

## ROLES & RESPONSIBILITIES

### Communications Planning & Execution (70%)

- Write with precision, nuance, and attention to detail to create clear and compelling materials, including policy proposals, legislative one-pagers, blogs, reports, and more, tailored for a variety of audiences such as legislators, agency leaders, and advocacy groups, as well as modifying further for business leaders and other community stakeholders.
- Create engaging and informative content for multiple platforms, including written stories and updates, to connect policy goals with real-world outcomes.
- Support content development across our organization with a strong focus on policy and government communications, while also managing the tactical steps necessary for publication and distribution. Responsibilities will include:
  - **Website:**
    - Support the management and maintenance of Colorado Succeeds' WordPress website.
    - Regularly create content for our resource center and assist in other writing and content development as needed.
  - **Email Marketing:**
    - Support the drafting, designing and sending of Colorado Succeeds' email communications through MailChimp.
    - Assist with other event invitations or email communications as needed.
  - **Social Media:**
    - Assist in the planning and creation of our organization's content calendar, brainstorming, creating, and executing in partnership with teams across the organization.
    - Create social media content and graphics.
    - Leverage our social media accounts to build and engage with partners.
- Manage the end-to-end publication process of writing, ensuring timely delivery and seamless execution across all platforms.
- Track relevant KPIs related to organizational goals and priorities and identify opportunities to improve performance to meet or exceed such goals.
- Manage a team of vendors that includes but is not limited to writing, video production, graphic design, digital advertising, and public relations.
- Project manage and lead the production of collateral, such as annual impact reports.
- Proactively identify opportunities for improvement and time savings, including the ongoing implementation and use of templates and best practices to streamline workflows and improve efficiency.

### Project Management & Coordination (30%)

- Lead project and content management for campaigns and projects, including coordinating with internal teams and external partners to source, review, and approve content.
- Support media relations and media tracking.
- Track and manage communications requests from internal teams, managing up as needed to complete projects successfully.

## REQUIRED QUALIFICATIONS

- At least four (4) years of work experience, preferably in communications roles in government, business, or education
- Commitment to and passion for Colorado Succeeds' mission and goals for improving the public education system
- Exceptional written and verbal communication skills, with a laser focus on details and the ability to tailor communications to diverse audiences, including business leaders, policymakers, and education stakeholders
- Strong project management skills with the ability to manage complex projects, prioritize tasks, and meet tight deadlines
- Excellent organizational, interpersonal, and time management skills
- Strong work ethic, driven to deliver excellence, and motivated to create value in every project
- Diplomatic team player with demonstrated experience navigating complex political or advocacy issues, building relationships, and working collaboratively with a broad range of stakeholders
- Experience managing vendors, setting expectations, and providing feedback to ensure the best work product
- Familiarity with a variety of digital tools, such as WordPress, social media platforms, and email marketing
- Enjoy working hard and looking for challenges; able to act and react as necessary, even when limited information is available; The ability to critically assess challenges and identify effective solutions
- Self-starter who stays well informed on issues/trends in education and the workforce

## WHY JOIN US

At Colorado Succeeds, our work is driven by our commitment to our core values:

**Collaboration:**

We build trust with colleagues, investors, partners, and community members by listening, learning, and supporting one another. Together, we are stronger.

**Courageous:**

We're organizationally self-aware and take smart risks, even when things feel new or scary. We willingly trade short-term discomfort for long-term growth.

**Entrepreneurial:**

We are motivated to innovate, create, and test new solutions, and challenge the status quo in pursuit of transformational results. We take the initiative to act before others do.

**Accountable:**

We take responsibility for our actions, words, attitudes, and impact. We own our commitments, honor our mistakes, and seek continuous improvement.

**Excellence:**

Fueled by a sense of pride in our work and the mission we represent, we consistently go above and beyond. We're only satisfied when we've exceeded expectations.

This is an opportunity to make a meaningful impact in Colorado's education landscape and contribute to a team dedicated to advocating for students' futures. Colorado Succeeds offers a

collaborative, high-energy environment with competitive salary and a comprehensive benefits package. This is a full-time position with a salary range of \$50,000 - \$65,000.

## TO APPLY

Please send a resume and cover letter to [info@coloradosucceeds.org](mailto:info@coloradosucceeds.org) and indicate the position title, Communications Manager, in the email's subject line.

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*Colorado Succeeds is an equal opportunity employer, and in all its governance, operations, and services, strictly prohibits discrimination on the basis of race, color, gender, religion, national origin, age, disability, sexual orientation, gender identity and/or expression, or any other legally protected classes and characteristics. Colorado Succeeds commits to the principles of equal opportunity and places the utmost value on diversity.*