



## Coordinator of Digital Media and Communications Position Description

**The Center for Civic Education** (Center) is a national nonprofit and the nation's leading provider of civic and constitutional education. For over 60 years, the Center has advanced the civic knowledge, skills, and dispositions students and educators need to participate thoughtfully in democratic life. Through renowned nationally recognized programs We the People: The Citizen and the Constitution and Project Citizen: Community Engagement in Public Policy, the Center supports educators and students nationwide through rigorous, research-backed instructional models that integrate constitutional inquiry, civil discourse, disciplinary literacy, and authentic democratic practice. At a pivotal moment for civic learning in the United States, the Center is expanding its national impact and seeking talented professionals who want to help shape the future of civic education.

The Digital and Communications Coordinator will play a critical role in amplifying the Center's mission, programs, and impact through strategic digital communications, storytelling, and website management.

### Position Overview

The Digital and Communications Coordinator supports the Center's digital presence and communications efforts across web, email, and social media platforms. This role is responsible for maintaining and enhancing the Center's website, creating and publishing digital content, supporting campaigns and events, and helping ensure that the Center's work reaches educators, students, partners, and supporters nationwide. Reporting to the Senior Director of Marketing & Communications, the Coordinator will work closely with program staff, departmental leadership, and external partners to strengthen the Center's visibility, engagement, and impact. This is an ideal role for a detail-oriented, creative communicator who is passionate about civic education and eager to help tell meaningful stories that connect constitutional learning to the future of American democracy.

### Key Responsibilities

#### Digital Communications & Content Creation

- Draft, edit, and publish digital content across the Center's website, email newsletters, and social media platforms, including LinkedIn, Instagram, Facebook, X, YouTube, and emerging platforms like TikTok
  - Digital content can include campaigns promoting programs such as We the People, Project Citizen, professional learning, webinars, and America250 initiatives
- Collaborate with program staff and Mar./Comms. leadership to translate complex civic education content into compelling, accessible digital storytelling
- Develop and format content aligned with organizational priorities, events, announcements, and national civic education milestones
- Assist in managing the Center's social media presence, including scheduling posts, monitoring engagement, and supporting audience growth

#### Website Management & Optimization

- Maintain and update website content using the Center's content management system
- Create and update webpages, landing pages, microsites, and program resources to support organizational goals
- Monitor website performance using analytics tools and recommend improvements to enhance user experience and engagement
- Ensure website content is accurate, accessible, visually consistent, and aligned with brand guidelines
- Support SEO optimization to improve search visibility and user discovery

#### Email Marketing & Campaign Support

- Assist in creating and deploying email communications, newsletters, and digital campaigns through Mailchimp
- Support audience segmentation, formatting, and scheduling of email outreach
- Track and analyze email performance metrics, including open rates, click-through rates, and conversions



## Brand Refresh

- They will implement and design the communications aspect of the Brand Refresh.
- Working with the Senior Designer, implement the complete redesign and restructuring of the Center's website to improve navigation, SEO, and internal/external user engagement
- Collaborating with team leadership, align the brand refresh with organizational goals and manage project timelines

## Multimedia & Visual Content Support

- Assist in coordinating and/or designing multimedia content, including graphics, photos, videos, and event materials
- Collaborate with internal teams and external vendors to support visual storytelling and digital assets
- Help ensure digital content reflects the Center's brand identity and professional standards

## Qualifications

### Required

- Bachelor's degree in Communications, Marketing, Journalism, Political Science, Digital Media, or related
- 2-4 years of professional experience in digital communications, marketing, or website management (nonprofit experience preferred)
- Strong writing, editing, and digital storytelling skills
- Experience managing or updating websites using content management systems such as Joomla or Drupal
- Understanding of SEO best practices and website optimization
- Familiarity with social media platforms and digital communications tools
- Experience with email marketing platforms (e.g., Mailchimp, Constant Contact, Salesforce, etc.)
- Basic graphic design experience using tools such as Canva or Adobe Creative Suite
- Strong attention to detail and ability to manage multiple projects simultaneously
- Ability to work independently and collaboratively in a remote team environment

### Preferred

- Experience with nonprofit, education, or civic education organizations
- Familiarity with website analytics tools such as Google Analytics
- Experience supporting digital campaigns, webinars, or online events
- Interest in civic education, constitutional literacy, or nonprofit communications

## Terms of Employment

This is a full-time, salaried position. Occasional weekend and evening work and travel may be required. The Center operates under a hybrid/remote, flexible work status that is subject to change. The Center for Civic Education is an at-will employer. This means that either the Center or the employee may terminate employment at any time, with or without cause or prior notice. This status cannot be changed except in writing signed by the President.

The Center for Civic Education is proud to be an Equal Opportunity and Affirmative Action Employer. We do not discriminate based upon race, religion, color, national origin, gender (including pregnancy, childbirth, or related medical conditions), sexual orientation, sexual expression, age, status as a protected veteran, status as an individual with a disability, or any other legally protected characteristics.

## Salary

The starting salary for this position is \$60,000 and commensurate with education and experience. Pay periods are semi-monthly. The Center offers a very competitive benefits package, including a generous retirement plan, optional additional retirement plan, medical and dental insurance, vacation time, sick leave, sixteen holidays per year, and additional optional benefits.

**To Apply:** For consideration, send a cover letter, resume, and optional portfolio or examples of digital work (website content, social media campaigns, email newsletters, or digital storytelling samples) to [careers@civiced.org](mailto:careers@civiced.org). Please reference the job title in the subject line. Applications will be reviewed on a rolling basis until the position is filled.