



Communications Manager – Massachusetts

Building Excellent Schools trains high-capacity individuals to take on the demanding and urgent work of leading high-achieving, college preparatory urban charter schools. Since its founding in 2001, BES Fellows have established over 100 schools in 26 cities across the country, impacting more than 33,000 students.

Building Excellent Schools is seeking a **Communications Manager** with outstanding writing, organizational, and digital media capabilities and a commitment to educational equity to help BES continue to grow its national footprint. This is an exciting time at BES, with new leadership and an opportunity to re-position the BES brand – our new Communications Manager should be curious, ambitious, creative, and should be able to thrive in an evolving environment.

Key Responsibilities

Working closely with the Chief Communications Officer, the Communications Manager will:

- Support in creating and communicating a cohesive and compelling organizational narrative at the national and regional levels
- Support in building and executing on a robust communications plan spanning print, digital, and social media
- Create templates for all internal and external materials used by BES staff and Fellows
- Manage the writing, design, and production processes for digital and print collateral
- Draft content for, and coordinate the regular maintenance of, the BES website
- Develop an ambitious social media plan to broaden awareness of and deepen engagement with the BES brand, and draft and publish content across all BES social media platforms
- Craft meaningful, topical, and engaging content for the BES blog that aligns with and furthers the BES brand
- Draft remarks, presentations, and written commentary from the BES CEO, as needed
- Curate the BES media library, both internally and on digital platforms
- Track all communications activity through a CRM and social media analytics, and use data to inform effective practices
- Maintain and update all BES contact lists

Required Skills, Experience, And Competencies



The Communications Manager will work cross-functionally with all BES teams in a fast-paced environment. To do this successfully, he/she must be:

- A creative thinker, with a solutions-oriented mindset
- A team player who isn't afraid to take initiative and explore new ideas
- Hungry, urgent, and relentless, with a can-do attitude
- Humble, eager to learn, and receptive to feedback
- Extremely organized, with ceaseless attention to detail
- A strong writer and copyeditor
- Able to juggle multiple projects simultaneously
- An effective and articulate communicator
- Equipped with an eye for layout and design

In addition to possessing the skills outlined above, the candidate must be well-versed in:

- Adobe Creative Suite (Illustrator, InDesign, Photoshop, PremierePro)
- Microsoft Office
- WordPress
- CRMs like Pardot, MailChimp, or Constant Contact

Ideally, candidates will possess photo and video skills, and have some experience with CRMs like Pardot, MailChimp, and/or Constant Contact. Candidates with some familiarity with education policy and issues preferred.

To be considered for this position, please submit a resume to Charlotte Jackson Director of Talent Operations: cjackson@buildingexcellentschools.org. To learn more about BES, visit buildingexcellentschools.org.