

- POSITION:** Educator Effectiveness Communications Manager
Communications Office - Race to the Top
Position #1108 (Please specify position number on application materials.)
- ANNUAL SALARY RANGE:** \$58,000 - \$70,000 plus benefits.
- APPLICATION PROCEDURE:** Please email a letter of interest, Colorado Department of Education Employment Application, and resume to kispert_w@cde.state.co.us
- Note: To be considered for this position, an email address must be included on the application.
- To obtain a Colorado Department of Education Employment Application, visit our website at <http://www.cde.state.co.us/cdemgmt/HR/jobs.htm>
- NOTE: All materials submitted should be current and specifically address the qualifications for this position.**
- Contact Wendi Kispert at kispert_w@cde.state.co.us or 303-866-6815 for questions.
- CLOSING DATE:** Applicant materials must be received by 4:00 p.m., Thursday, February 16, 2012.
- CONDITIONS OF EMPLOYMENT:**
- Office hours are 8:00 a.m. to 5:00 p.m., Monday through Friday. However, this is an exempt position which may require work outside of normal office hours.
 - Selected applicant is an employee at will.
 - Direct deposit of paychecks is required.
 - Smoking is not allowed in the State Office Building and is allowed only in designated areas outside the State Office Building.
 - Selected applicant must comply with the Colorado State Board of Education's Drug-Free Workplace policy.
 - As required by the Immigration Reform and Control Act (IRCA), the selected applicant must verify, within 72 hours of employment, his/her legal right to be employed in the United States.

The CDE is committed to a policy of nondiscrimination in relation to race, color, sex, sexual orientation, religion, national origin, ancestry, age, marital status or disability in admissions, access to, treatment, or employment in educational programs or activities which it operates. The following person has been designated to handle inquiries regarding the CDE's compliance with Title IX and Section 504: The Human Resources Director, Colorado Department of Education; 201 E. Colfax Ave. #201; Denver, CO 80203; (303) 866-6815. NOTE: The State of Colorado encourages all qualified minorities and persons with disabilities to apply.

NOTE: This position is funded by federal Race to the Top grant funds for a four-year period and is subject to continuation of those funds.

Incumbent in this position and will be required to report to 201 East Colfax Avenue and/or 1560 Broadway, Denver on a daily basis.

Minimum Qualifications:

- Bachelor's degree from an accredited college or university in journalism, communications, public relations, marketing, or closely related field.
- Minimum of five (5) years experience in communications, public relations, marketing, or closely related field.
- Computer operating skills using application software including MS Word, Excel, Front Page, Access, and PowerPoint.
- Excellent verbal and written communication skills including public speaking, news interview abilities, media story-pitching abilities, and strong proofreading/editing skills.
- Ability to work independently to organize, prioritize, manage, and successfully execute multiple assignments simultaneously.
- Ability to work with a team in a fast-paced environment.

Preferred:

- Ability to communicate complex ideas, programs, systems, and processes in easy-to-understand language.
- Ability to meet strict deadlines.
- Evidence of organizational, planning, and time management skills.
- Ability to demonstrate consistent work ethic and respect necessary to maintain a cooperative and cohesive work environment.
- Knowledgeable in the use of Associated Press style.
- Experience with dynamic website architecture, with thorough knowledge of development and scripting using Active Server Pages (ASP).
- Proficiency in using Adobe Photoshop and Adobe Acrobat.

Major Duties and Responsibilities:

- A. Assumes a leadership role in communicating the state's reform plan as articulated in the state's Race to the Top plan. This includes gathering research, developing communication goals, determining success metrics, and writing and implementing a communications plan to support the implementation of the state's reform initiatives.
- B. Serves as a member of the Race to the Top Program Team and assists in achieving overall Race to the Top plan goals.
- C. Gathers and analyzes information to write and edit various print and electronic communication vehicles such as newsletters, brochures, news releases, news tips, web content, social media content, marketing materials, reports, and others as required.
- D. Works closely with the Race to the Top Program Office and the Educator Effectiveness Unit to determine short- and long-term communication needs and integrates those into the development and implementation of a communications plan.
- E. Takes photographs and video as needed. Works closely with the graphic designer and the webmaster to integrate visual media into communication products.
- F. Develops new website content, keeps site(s) updated, develops, and updates social media vehicles.
- G. Provides communications advice, counsel, and training in support of the state's education evaluation system.
- H. Upholds and maintains the CDE brand messaging, style guide, and style manual.
- I. Other duties as assigned.