



The Institute for Social and Emotional Learning

Empowering Educators. Transforming Schools.

Professional Development for K-12 Educators, Counselors and Administrators

Communications Coordinator and Institute Administrator

DEADLINE FOR APPLICATIONS: Friday 30th October, 2020

Title: Communications Coordinator and Institute Administrator
Hours: 20 hours per week with predictably heavy periods.
Pay: Commensurate with experience
Location: Flexible
Start Date: As soon as possible
Position: Non-Exempt

The Institute for Social and Emotional Learning (IFSEL) empowers educators, young people, and parents to transform their schools into caring, inclusive communities. Since 2009, we have designed and led professional development Institutes, Workshops, and Consultations with 7000+ educators, from over 700 schools in the United States and abroad.

IFSEL is seeking a part-time, creative, and experienced Communications Coordinator and Institute Administrator. This position requires 20 hours per week on average with predictable heavy periods throughout the year. The successful candidate will be highly organized and a great communicator. This is a remote working position based in the US since the IFSEL team is spread across the US and the UK and we do not have a physical office.

This position will partner closely with Directors to support our marketing efforts including communications and campaigns for all IFSEL events (Workshops and Institutes). In addition, this role will play a key role in helping us scale the organization through providing general administrative support to Directors, Board and Facilitators.

Key Responsibilities include:

- Support marketing efforts for IFSEL Events (Institutes and Workshops) including not limited to: write and publish copy for the events webpage, create email campaigns, create pipelines in HubSpot, and funnel active leads to the appropriate Director.
- Triage all inbound communication (emails from website, through forms, through social media) and manage responses in a timely manner.

- Draft quarterly “SElected” newsletters and coordinate new blogs for the website including finding authors and supporting publication.
- Maintain the integrity and quality of data of the HubSpot CRM to ensure compliance with all data protection laws and pull lists for targeted email campaigns.
- Manage IFSEL’s Social Media channels (LinkedIn, Twitter, Facebook) through regular posting, featuring events, sharing relevant articles and links.
- Provide twice-monthly Marketing updates for Directors
- Provide calendar support for Directors including booking calls/meeting with customers, scheduling board meetings and support maintenance of the team’s individual and shared calendars
- Book travel arrangements for directors and facilitators. Monitor company miles and budgets as needed.
- Maintain and update IFSEL’s Document Library, Powerpoint Library, and Video and Photo Libraries.
- Create, collate and design document (pdf) packets for IFSEL’s Events and Consulting where required
- Support feedback gathering process through creating reports for each consult and provide summary reports when needed
- Coordinate Financial Aid Process (for IFSEL Institutes) with relevant Director
- Provide general administrative support as needed

Skills/Experience

Required

- Experience with marketing and communications work, ideally in education sector
- Excellent written communication skills, particularly for use with marketing and communications material.
- Excellent logistical and organizational skills
- Excellent time management and administrative skills
- Experience using a CRM
- Experience using an email marketing tool
- Experience using Google Drive/Docs, and Microsoft Word
- Passion and basic knowledge for community SEL and wellbeing
- Access to reliable internet

Desired, but not required:

- Experience using HubSpot
- Experience using Mailchimp
- Experience working in marketing and communication in education sector

Benefits & Pay: Competitive hourly rate, commensurate with experience. We offer two weeks paid vacation each year, holidays, small monthly benefits stipend, and flexible work schedule.

IFSEL will also provide a MacBook with all required software.

To apply: Please send your resume and a covering letter detailing your interest in this role to nick@instituteforsel.net.

IFSEL is an Equal Opportunity Employer. We are building an inclusive and collaborative workplace as we grow, and we welcome team members regardless of gender/identity, sexual orientation, race or cultural background, religion, physical disability and age.