

PLEN

The Public Leadership Education Network | Preparing Women to Lead

Assistant Communications and Programs Manager

Are you interested in advancing women's policy and political leadership? Are you interested in learning more about the inner workings of nonprofit organizations? Are you highly organized with superior writing skills? Do you thrive in environments where you're given a lot of responsibility and autonomy?

The Public Leadership Education Network (PLEN) seeks an Assistant Communications and Programs Manager to serve as part of our small team. The Assistant Communications and Programs Manager will lead the organization's digital media efforts; help plan, coordinate, and execute PLEN programs; hire and supervise PLEN interns; and assist with day-to-day operations and administrative tasks. This is an entry-level position.

About PLEN:

The Public Leadership Education Network (PLEN) is the only national organization with the sole focus of preparing college women for leadership in the public policy arena. PLEN is a nonpartisan 501(c)(3) organization based in Washington, D.C. PLEN's mission is to increase the number of women in top leadership positions influencing all aspects of the public policy process. Each year, PLEN brings hundreds of women students from colleges and universities across the country to Washington, D.C. They experience first-hand how public policy is shaped and implemented at the national level. They are better prepared to become the next generation of public policy decision makers.

Key Responsibilities:

Social & Digital Media (40%)

- Manage and lead content creation for all social media accounts, including creating content calendars/strategy, designing marketing campaigns, graphics, and text posts.
- Manage all aspects of the organization's website including the creation of content that highlights student, alumna, and organizational achievements.
- Use digital tools and communities to engage alumnae, including promotion and development of the Mentor List.
- Lead marketing efforts including digital outreach, promotional materials/graphics, and written materials.
- Manage all aspects of the mass email program, including our monthly community newsletter and monthly jobs/internships newsletter.
- Lead all programming marketing efforts on digital media, including social media and mass emails

Program (40%)

- Collaborate with other staff to coordinate all aspects of planning and facilitating seminar logistics, delivery, and execution, including recruiting volunteers, panelists, and keynote speakers.

- Manage student recruitment efforts through mass email and social media; assist with recruitment through PLEN member and non-member schools contacts.
- Process registrations and housing, working directly with students and faculty/staff at colleges and universities across the country.
- Prepare seminar materials.
- Serve as an interface with students before and during programs.
- Serve as an interface with volunteers and panelists, including PLEN alumnae.
- Collaborate with the Executive Director and other staff on curriculum design on a wide range of policy topics for six seminars per year.
- Support the creation of program reports and evaluation; and
- Other duties as assigned.

Supervisory (15%)

- Lead recruitment and management of interns; and
- Lead professional development of interns.

Administration (5%)

- Maintain office and program supplies.
- Assist with financial administration; and
- Help with data entry efforts for program participants, speakers, donors, and other PLEN supporters.

Qualifications:

- Bachelor's degree and 1-2 years of professional experience (including internships), nonprofit experience strongly preferred.
- Superb written and oral communications skills a must.
- Experience working with or writing for social media platforms such as Facebook, Instagram, LinkedIn, and Twitter.
- Experience using WordPress and Canva.
- Familiarity with a broad range of public policy, current affairs, and politics.
- Highly motivated self-starter and problem solver with strong work ethic.
- Demonstrated personal responsibility, attention to detail, and organizational skills.
- Experience managing projects and a track record of follow-through, growth, and success.
- Flexibility for travel in and around DC metro area and ability to work some evening/weekend hours if needed.
- Calm under pressure.
- Proven ability to interface with the public in a customer-focused environment.
- Sense of humor; and
- Commitment to PLEN's mission.

Qualifications Plus:

- Experience with CRM programs, especially EveryAction.
- Video/photo editing experience.
- Knowledge of higher education institutions.
- Experience interning or working in public policy.
- Knowledge of or experience with program evaluation.
- Experience managing volunteers for a nonprofit.

Other Requirements:

Currently, this position is fully remote but is expected to be based in Washington, DC starting in January 2022. Work is generally performed in an office setting, but the Assistant Communications and Programs Manager may be required to work in other settings conducive to performing the tasks required to complete assignments. Travel around the DC metro area and extended hours may be occasionally required.

Compensation:

Salary commensurate with experience, starting in the low 40s. Excellent benefits package including health coverage; paid annual, sick, and holiday leave; retirement (including a 3% employer match); and other benefits.

To apply:

Submit a cover letter, resume, a non-academic writing sample, and a social media post/graphic in one PDF file to plencareers@plen.org. Qualified candidates will be contacted on a rolling basis. No phone calls, please.

PLEN is an Equal Opportunity Employer. People of all backgrounds are encouraged to apply. PLEN does not and shall not discriminate based on race, color, religion, sex, gender, gender expression, age, national origin, disability, marital status, sexual orientation, or military status, in any of its activities or operations. We are committed to providing an inclusive and welcoming environment for our staff, volunteers, program participants, and community.