

Title: Communications and Outreach Manager - <https://ejobs.umd.edu/postings/107237>

Unit: Undergraduate Studies

Position summary/purpose of position:

The Communications and Outreach Manager provides initiative, planning, and management oversight for the following high-impact program: Maryland, Federal, and Global Fellows. This program takes advantage of the University of Maryland's location both in the Washington, D.C. area and in Maryland to prepare talented undergraduate students to excel in significant internships and become leaders in the domestic and international arenas. This individual will serve as a liaison between the three programs and all other communication officers on campus and external partners, as well as lead and supervise all communications, outreach, marketing, content of websites and social media platforms, and alumni relations. This manager will also participate in advising and coaching students, and will perform other duties, as needed. The Communications and Outreach Manager reports to the Associate Director and has supervisory responsibilities over two Graduate Assistants and one student worker. This position requires planning and decision-making as well as independence of action and judgement. This manager also serves as a member of the strategic advisory team for the office. The office is collaborative, high-energy, and good-humored. For information about our programs, please visit our websites at www.globalfellowsdc.umd.edu, www.federalfellows.umd.edu, and marylandfellows.umd.edu.

The Communications and Outreach Manager is responsible for the following areas

1. Manage programs' public presence and lead recruitment outreach (50%)
 - Design, develop and execute a strategic multi-platforms communications, outreach, and students recruitment plans through presentations, websites, social media, and other publications
 - Advise the Director and Associate Director on matters related to communications, marketing, and messaging
 - Represent program with Division of Information Technology and UGST on policies for websites, social media, and other communication materials
 - Understand, monitor, and uphold UMD branding standards across all three programs
 - Responsible for ensuring compliance with all federally mandated accessibility standards for websites and web-based materials
 - Supervise two Graduate Assistants and one student worker

2. Student coaching, event management and internship development (25%)
 - Provide individual coaching for students and alumni, including regarding internships and career plans
 - Plan and implement student workshops and professional development events. Responsible for organizing and implementing informational events across campus
 - Work closely with the Associate Director with planning and developing site visits
 - Work closely with the Associate Director in strengthening and maintaining internship opportunities for students, including through alumni of the program
 - Cultivate new relationships and internship partnerships with public organizations and agencies
 - Work closely with partner organizations to create collaboration contracts and memoranda of understanding
 - Participate actively in the Admissions review process
 - Co-teach experiential learning courses as required
 - Other duties as assigned

3. Cultivate connection and engagement with alumni and program partners (25%)
 - Responsible for managing and maintaining strategic communication with alumni and donors and developing and implementing strategies for alumni and donor outreach
 - Lead outreach efforts and act as liaison with campus partners (colleges and programs across the university) and external partners (Federal agencies, embassies, local governments, non-profits, and private companies)
 - Responsible for planning, developing, and implementing alumni engagement activities, including panel sessions, mentorship programs, networking events etc.
 - Responsible for compiling, designing and publishing annual student/alumni newsletter and annual report

A Bachelor's degree from an accredited institution and 2-4 years of experience in communication, marketing outreach, and content management. Ability to develop an effective communication and outreach plan and successfully deliver within set deadlines. Exemplary writing, proofreading, and copy editing skills. Knowledge and experience with updating websites and conducting outreach through various social media platforms. Demonstrated expertise in maintenance of internal information systems as well as proficiency in the use of Microsoft Office (Word, Excel,

Minimum Qualifications: PowerPoint), Google Suite, and HTML. Demonstrated ability to handle sensitive and confidential information with discretion. Strong attention to detail and accuracy. Excellent problem-solving skills and judgement. Outstanding management and organizational skills, including for alumni outreach and record keeping. Ability to work independently and collaboratively in a fast-paced, diverse environment. Flexibility. Evidence of exceptional interpersonal skills, showing the ability to engage effectively with diverse students, alumni, university personnel, and external partners. Outstanding communication skills (written, verbal, and visual). Ability to multi-task and prioritize competing demands on time.

Preferences: Master's degree in any academic discipline from an accredited institution. Familiarity with the University of Maryland, College Park student programming and colleges. Proactive approach to problem-solving and organizing. Familiarity working with University of Maryland systems of systems. Experience in project management and development. Background in working with impactful student programs at the university level (e.g., in advising, study abroad, and/or other student development activities). Familiarity with Adobe Creative Suite, CANVA, Mailchimp, Instagram, Twitter, Facebook. A background or demonstrated interest in public service (domestic or international), NGOs, or in government organizations is strongly desired.

Additional Information: Occasional evening work may be required

Physical Demands: The physical demands of the position include ability to accompany students on site visits and help with setting up workshops, receptions, and poster events.

Applicant Document:

1. Resume
2. Cover letter
3. List of references (no emails sent from system)

Optional documents

1. Unofficial transcript

Best consideration Date: 06/4/2023