



# Communications and Marketing Manager

## Job Description

### About Science Coach

Science Coach helps teachers and students engage in authentic, student-driven science research. We support teachers as they guide 6th-12th grade students through the process of asking researchable questions, designing investigations, collecting and interpreting data, and communicating findings at competitions. Our work strengthens student confidence, teacher capacity, and access to meaningful STEM learning experiences.

Science Coach is rapidly growing and is working to establish itself as a national leader in research teacher development. We are seeking a skilled communications and marketing professional who can help tell that story clearly, consistently, and compellingly.

### Position Summary

The Communications and Marketing Manager is a hybrid position that reports to the executive team and leads Science Coach's communications, storytelling, digital marketing, and public visibility efforts. This hands-on role combines strategic messaging with practical execution, including content creation, social media management, website updates, media outreach, and communications support for teachers, partners and conferences. Salary range is \$60K - \$70K with excellent benefits, including health insurance, 401K, vacation and more.

### Key Responsibilities

#### Strategic Messaging & Storytelling

- Lead messaging around Science Coach's mission and strategic priorities.
- Develop teacher profiles, student success stories, partner spotlights, and impact narratives.
- Create and manage an annual storytelling plan.
- Translate program growth, teacher impact, student success, and field-level goals into accessible public-facing language.
- Coordinate photography and video content at events and programs.

#### Content Development

- Produce and maintain communications materials including presentations, one-pagers, newsletters, recruitment materials, flyers, talking points, and reports.
- Support development of the annual impact report.
- Create communication toolkits and resources for teachers and schools.

- Support communications related to teacher onboarding, welcome packets, event recruitment, registration, and other program needs.
- Maintain brand integrity, artwork, consistency and messaging.

### **Digital Marketing & Social Media**

- Manage content calendars and social media platforms.
- Grow Science Coach's visibility, engagement, credibility and thought leadership presence, particularly on LinkedIn.
- Coordinate email marketing campaigns and newsletters.
- Monitor analytics and recommend improvements.

### **Teacher & School Communications**

- Develop resources that help teachers promote their local student research and accomplishments.
- Highlight teacher and student successes through web, social media, and newsletters.
- Create materials for school and district leaders explaining program benefits, the value of Science Coach, the teacher's role, student outcomes, and the reputational benefits for schools.

### **Website, Media & Public Relations**

- Maintain website content and coordinate with vendors on updates and improvements.
- Develop news releases, media pitches, and publicity materials, especially for significant announcements.
- Support visibility opportunities, including corporate/teacher awards, partnerships, and conference presentations.

### **Project & Vendor Management**

- Manage multiple communications projects and timelines.
- Oversee vendors for design, web development, photography, videography, SEO, and other specialized services.
- Maintain organized communications assets, templates, contact databases, and analytics systems on our Google Workspace.

### **Required Qualifications**

- Bachelor's degree or equivalent experience in communications, marketing, public relations, journalism, or related field.
- Five or more years of relevant communications or marketing experience.
- Exceptional writing and editing skills across multiple formats and audiences.
- Experience managing social media, content calendars, and digital communications.
- Strong project management and organizational skills.

- Proficiency with common communications tools such as Mailchimp, Canva, Google Workspace, and social media platforms.
- Strong interpersonal skills and ability to work with educators, students, partners, and vendors.

## Preferred Qualifications

- Experience in education, STEM, nonprofit, or teacher professional development settings.
- Familiarity with school systems, science fairs, or student research programs.
- Experience supporting communications for a growing mission-driven organization.
- Experience coordinating professional photography, videography, or visual storytelling projects.
- Basic graphic design and visual storytelling skills.

## Ideal Candidate Profile

The ideal candidate is a strong writer first, with enough marketing, digital, and project management skills to turn ideas into finished communications products. They are comfortable creating polished materials, managing a content calendar, interviewing teachers and students, coordinating vendors, and moving projects across the finish line.

They should be able to work independently, but not in isolation. This role requires someone who can gather information from busy program staff, teachers, students, and partners and turn it into clear, useful, high-quality communications.

The right person will be practical, organized, responsive, and mission-driven. They must be able to communicate credibly about STEM education, student research, teacher leadership, and Science Coach's role in expanding access to authentic research experiences.

## Success in the First Year

Using the strategic pillars outlined above, the Communications and Marketing Manager will:

- Establish a consistent content calendar and communications strategy.
- Strengthen Science Coach's national brand and public narrative.
- Build a library of stories, photos, videos, and marketing assets.
- Improve website, social media, email, and media outreach efforts.
- Develop communications tools for teachers and schools.
- Support major events, partnerships, and organizational milestones.
- Create organized systems for communications assets, contacts, and performance tracking.

## To Apply

Submit a cover letter, resume, and 3–5 work samples to [HR@sciencecoach.org](mailto:HR@sciencecoach.org)