

CAISE Communications Coordinator Position Description

Title	Communications Coordinator, Center for Advancement of Informal Science Education (CAISE)
Reporting To	CAISE Project Director
Organization	Association of Science and Technology Centers
Location	Washington, DC
Type	Full-time, 40 hours per week, exempt
Salary Range	\$40,000–\$50,000 annually; see below for benefits

Application Process

Interested candidates should submit a resume and brief cover letter outlining their qualifications, particularly in digital marketing, and interest in the position to caise@informalscience.org by close of business, **January 17, 2020**. See specific requirements and preferred qualifications below. If CAISE determines that you might be a good fit for the role, we will contact you with next steps.

If you need assistance or accommodation in the application process due to a disability, you may call us at (202) 783-7200 or email us at info@astc.org.

About ASTC and CAISE

The Association of Science and Technology Centers (ASTC) is a network of 700+ science and technology centers and museums, nonprofits, companies, and other organizations focused on increasing public understanding of—and engagement with—science and technology among people of all ages. ASTC member organizations welcome more than 110 million people each year in 50+ countries where they engage the public in a wide array of scientific and technical topics, including physical, biological, natural, and social sciences; engineering; mathematics; technology; and trans-disciplinary problem-solving. ASTC includes a wide breadth of science and technology centers, natural history museums, children’s museums, nature centers, aquariums, planetariums, zoos, botanical gardens, and other organizations that share a commitment to supporting lifelong science learning, connecting science and society, engaging diverse communities, and partnering to tackle global challenges.

The Center for Advancement of Informal Science Education (CAISE) is an ASTC project dedicated to advancing the fields of informal science, technology, engineering, and math (STEM) education (ISE) and science communication by supporting and building on the rich diversity of projects supported by the Advancing Informal STEM Learning (AISL) program of the National Science Foundation (NSF).

Under a cooperative agreement with NSF funded through August 31, 2021, CAISE provides infrastructure, resources, and connectivity to practitioners, researchers, evaluators, and other professionals working in learning environments that include science centers and museums; zoos and aquariums; science media; youth, citizen science, and community programs; public libraries; festivals and events; cyberlearning and gaming; and a growing variety of other environments.

The CAISE leadership team consists of a principal investigator (PI)/project director based at ASTC in Washington, DC, co-PIs from three academic institutions, and an evaluation firm. CAISE activities include coordinating the work of [three task forces](#), planning and hosting 30–50-person [convenings](#), and organizing biennial 250–300-person [PI meetings](#). These activities are designed to facilitate discussion and identify needs and opportunities for those who design, research, or evaluate informal STEM learning and science communication experiences and settings. A major effort is to collect and curate project descriptions, research literature, evaluation reports, and other resources on InformalScience.org. CAISE also tracks, participates in, and documents field-wide initiatives and engages in a variety of communication, outreach, and field-building efforts.

About the Position

The CAISE Communications Coordinator is primarily responsible for using industry best practices to develop and operationalize an external communications plan for CAISE, with a focus on digital marketing, and with oversight from the Senior Manager of Community.

Responsibilities include communications and digital marketing strategy, management, and implementation (50%), InformalScience.org content and product development (45%), and other duties as required (5%). Periodic travel (2-3 times per year) may be required.

The Communications Coordinator reports directly to the Project Director and works closely with the Senior Manager of Community.

All CAISE staff are full-time employees of ASTC and contribute to the success of the [full ASTC team](#) and organization. CAISE staff salaries are 100% supported by NSF as a part of the current cooperative agreement that is funded through August 31, 2021.

Responsibilities

Communications Strategy and Management (50%)

- Assist the Senior Manager of Community with the development of a communications strategy across CAISE's online channels, using social media, email, and the blog to communicate with key audiences and increase awareness of CAISE resources and activities.
- Maintain a communications calendar that includes key field events, dates, and deadlines throughout the year.
- Seek new and creative ways to effectively reach and expand CAISE's network and audience via online platforms.
- Track and document website, social media, and newsletter engagement data, in alignment with CAISE documentation and evaluation plan.
- Support team to create quarterly internal communication reports and set performance goals.
- Make recommendations to increase online traffic and engagement.
- Work with the Senior Manager of Community on in-person outreach and collaborations with partners.
- Develop conference session proposals with CAISE team as needed.
- Explore strategies to increase the engagement of InformalScience.org members.
- Maintain organization of all communications materials within Google Drive.

InformalScience.org Content and Product Development (45%)

- Support the Senior Manager of Community and Task Force Manager (contractor) to produce online resources for InformalScience.org and new and relevant content, including blogs, news, and key publications.
- Collect content for the CAISE blog and identify CAISE resources to feature.
- Contribute to CAISE's annual Year in Informal STEM Education report.
- Assist the Senior Manager of Community and Project Director to redesign InformalScience.org and build on the existing strategic plan.
- Work with a graphic designer (contractor) to create CAISE brochures, handouts, presentation slides, and other collateral, and refresh designs as needed.
- Manage a copy editor (contractor) to ensure that all print, digital, and online communications are suitable for publication and consistent with CAISE messaging and style guides.
- Update style guides and create new templates as needed.

Other (5%)

- Assist with annual, interim, and final project reporting, as well as presentations to NSF.

- Contribute to the use of efficient processes and clear communications across the project and ASTC to ensure that day-to-day operations are performed with the highest levels of accountability, productivity, consistency, and integrity.
- Participate in ASTC staff meetings, events, annual conference, and other activities.
- Carry out other duties as assigned, time permitting, and as mutually agreed upon.

Experience and Skills

The requirements listed below are representative of the knowledge, skills, and abilities necessary to perform the essential functions of the position.

Required

- Minimum of 1-2 years of experience in a communications or digital marketing role, planning, writing, editing, and producing communications on a variety of platforms. Part-time and/or unpaid experience will be considered and may include internships, volunteer work, and coursework.
- Experience with developing a variety of digital content—web pages, social media posts, blog posts—attuned to appropriate audiences.
- Excellent oral and written communication skills and the ability to convey messages through clear and concise writing.
- Demonstrated experience in digital marketing, especially email and content marketing, e.g. Pay Per Click (PPC), Search Engine Optimization (SEO), and implementing A/B testing.
- Familiarity with Google Analytics and willingness to expand skills.
- Experience managing or coordinating multiple projects.
- Familiarity with online content management systems and willingness to grow skills.
- Familiarity with Google Drive applications, including Docs, Sheets, and Slides.
- Close attention to detail.
- Fluency in written English.

Preferred

- Interest in informal STEM education or science communication.
- Experience crafting communications for diverse audiences.
- Familiarity with setting and meeting goals around engagement for target audiences.
- Experience with Adobe Creative Suite for document layout, graphic design, or photo editing.
- Experience with webinars and video conferencing software, particularly GoToWebinar and Zoom.
- Experience with Drupal.

- Experience working in or with nonprofit organizations.
- Ability to work with a small team.

ASTC Commitment to Diversity, Accessibility, Inclusion, and Equity

ASTC values and celebrates the rich diversity that makes up the teams and organizations we serve and the broader communities we engage around the world. At the root of science, technology, and innovation are fundamental values that ASTC embraces: a commitment to seek out and engage a diversity of ideas, perspectives, backgrounds, disciplines, knowledge systems, and approaches; and an evolving practice of accepting, valuing, and celebrating contributions, discoveries, and novel solutions, regardless of their source. We bring these values to bear across our work, and we seek teammates, board and committee members, and partners who hold diversity, accessibility, inclusion, and equity as foundational and essential values. If all people are welcomed, respected, and included in our work, if everyone has access to opportunity to pursue their aspirations, and if all people can participate fully and actively in creating and building the future, our association, our members, and our global society will be more equitable, prosperous, just, and resilient.

ASTC is proud to be an equal opportunity employer. We are committed to fostering an inclusive environment free of discrimination and harassment. All employment is decided on the basis of qualifications, merit, and business need. All qualified applicants will receive consideration for employment without regard to race, color, religion, creed, sex, pregnancy status (including childbirth, lactation, and related medical conditions), gender identity, gender expression, sexual orientation, national origin, political affiliation, age, disability status, marital status, parental status, military service, veteran status, or any applicable legally protected characteristics.

Compensation and Benefits

The salary range is \$40,000–\$50,000 per year, contingent on experience and qualifications. ASTC offers employees a comprehensive benefits package, including health, dental, disability, and life insurance, and an employer-funded retirement plan.