Seeking
Communications Campaign Manager

Over the course of its 25 year history, Big Picture Learning has been a constantly evolving organization. But the heart of what we do has remained the same - we seek to empower students to live lives of their own design, supported by caring mentors and equitable opportunities to achieve their greatest potential. The methods by which we strive to achieve this vision is where we remain most flexible. To that end, Big Picture Learning has recently launched a number of initiatives designed to support our work in a variety of new ways, including:

*Harbor Freight Fellows:* A new form of apprenticing for youths and young adults who show significant potential and passion for the traditional and contemporary trades. (harborfreightfellows.org)

*Project Insight:* Our initiative supporting student interests and fellowships in the fields of eye health and vision care. (projectinsightfellows.org)

*Lifestyle Now:* Our newest initiative designed to promote healthy lifestyles (e.g. nutrition, exercise, sleep, etc.) as part of students' personal development within their BPL network schools. (still in launch phase)

Big Picture Learning is seeking a Communications Campaign manager who will be responsible, in close consultation with BPL’s Chief Communications Officer and BPL’s Co-Founder, the aesthetic alignment of these initiatives with one another and with BPL’s international brand. Further, the Communications Campaign manager will launch, consistently post to, and manage the social media profiles for these three initiatives.

While overseeing communications of these initiatives will constitute the majority of the Campaign Manager’s time, the successful applicant will also be required to, on occasion, contribute to additional communications and/or larger organizational needs.

Qualifications
Candidates for the Communications Campaign Manager position must share our passion and commitment for rethinking the possibilities of education. We steadfastly believe that students should be at the center of their own learning and that all students should have equitable access to the opportunities that a quality education should afford.
The geographic spread of BPL’s work requires individuals to have strong internal accountability. As a result, individuals who thrive at BPL are comfortable juggling and leading multiple projects and prioritizing tasks, advancing the work in the face of uncertainty, willing to take risks, see tasks through from conception to implementation and possess the communication and interpersonal skills (chief among them: a sense of humor) needed to work well with team members at all levels of the organization.

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**Desired Knowledge and Credentials:**
Successful candidates will illustrate that they either possess knowledge of the following, or an exhibited ability and desire to learn them quickly (and, often, independently):

- Adobe creative suite (in particular: Illustrator, In-Design, Photoshop and Premiere Pro)
- G-Suite (Gmail, Docs, Sheets, Drive, etc.)
- Mailchimp
- Plug and play website builders (e.g. Wix, Square Space)
- Salesforce
- Social media platforms and management tools (e.g. Facebook, Twitter, Instagram, Tweetdeck, Hootsuite, etc.)

**Application process and time:**

Applications will be reviewed on a rolling basis; however, given the recent and/or near launch of these initiatives, we believe that there is some advantage in applying as soon as possible. That said, Big Picture is committed to hiring the right candidate, not that fastest candidate. Thus, please spend appropriate time on the requested application materials below. It is our desire to fill this position by September 15 and for the successful candidate to start by October 1.

**To apply:** Please submit the following by email to Lynda Armstrong at larmstrong@bigpicturelearning.org

1. Thoughtful, tailored and graphically designed cover letter of introduction.
2. Resume/CV
3. Sample social media posts for Harbor Freight Fellows, Project Insight and Big Picture Learning (at large). For each post, please include a corresponding graphic.
4. List of three professional references
5. Optional: If you also have a professional graphic design portfolio that you’d like to send along, please do.
Location and Travel:
While Big Picture Learning is a virtual organization with employees residing in over 10 states, the ideal candidate will reside in the Pacific Time Zone. However, Big Picture Learning remains committed to hiring the right candidate; thus, applications from candidates anywhere in the United States will be accepted and reviewed. Unsurprisingly, Big Picture Learning has grounded all travel for the foreseeable future. But we imagine that in a post-COVID era this position would require travel between approximately 10-20% of the time.

Compensation:
Starting salary for this position is $60,000. In addition, Big Picture Learning provides an excellent benefits package (medical, dental, vision, vacation, retirement).

Big Picture Learning is an equal opportunity employer and prohibits discrimination against and harassment of any employee or any applicant for employment because of race, color, national or ethnic origin, age, religion, disability, sex, sexual orientation, gender identity and expression, veteran status (special disabled veterans, disabled veterans and Vietnam-era veterans), or any other characteristics protected under applicable federal or state law. We are committed to providing an inclusive and welcoming environment for all members of our staff, clients, volunteers, subcontractors, vendors, and clients; and all qualified applicants are encouraged to apply, including minorities, women, veterans, and individuals with disabilities. If the position requires interaction with students, a criminal background check will be mandatory prior to the position being offered.