



POSITION: PRE4CLE Communication Manager
EMPLOYER: [Educational Service Center of Northeast Ohio](#)
TERM: Full-time, exempt

PRE4CLE OVERVIEW

PRE4CLE is a collective impact initiative implementing Cleveland's plan to expand access to high-quality preschool for all 3- and 4-year-olds in the city. PRE4CLE connects families to high-quality public and private preschool programs; connects preschool providers to tools, resources, and key partners to increase their quality and serve more children; and provides strategic leadership and advocacy to accelerate the availability of high-quality preschool in Cleveland.

PRE4CLE was developed in 2014 to fulfill a core goal of *Cleveland's Plan for Transforming Schools* and is guided by The Cleveland Early Childhood Compact, a public-private leadership body.

PRE4CLE is administered through the Educational Service Center of Northeast Ohio (ESC). This position reports to the Deputy Director of PRE4CLE and is supported by the ESC.

POSITION SUMMARY

PRE4CLE seeks a strategic and motivated leader to support our communication, outreach, and advocacy. The Communication Manager is an integral part of the organization and works closely with Executive Director, Deputy Director, Community Outreach and Engagement Specialist, and the rest of the PRE4CLE team and Cleveland Early Childhood Compact to advance PRE4CLE's mission. He or she will have an excellent opportunity to gain experience in every aspect of a dynamic community initiative and advance the well-being of Cleveland's children.

Qualified candidates will possess strong project management, leadership, relationship building, and communication skills.

DUTIES

The Communication Manager will support the PRE4CLE team with:

Advocacy and Community Engagement

- Engage and mobilize key stakeholders to support PRE4CLE's goals, including policymakers, partners, and community stakeholders.
- Prepare advocacy communication, including action alerts, testimony, newsletters, social media content, policy briefs, and media outreach.

- Represent PRE4CLE on committees, at local and national events, and other outreach opportunities.
- Develop targeted recruitment strategies with partnering organizations and provide ongoing oversight, communication, and guidance to implement those strategies.
- Work with PRE4CLE partnering providers to increase recruitment capacity and best practices within preschool programs.

Communication

- Oversee implementation and ongoing maintenance of the PRE4CLE Communication Plan, including production of collateral material, marketing strategy implementation, quarterly newsletters, website maintenance, and other communication support as needed.
- Ensure PRE4CLE communication tools and collateral materials are distributed and used to meet PRE4CLE outreach and awareness goals.
- Lead and manage daily social media outreach on multiple platforms, including content strategy and creation, interaction with partners, and growth.
- Support PRE4CLE's traditional media outreach.
- Act as a spokesperson for PRE4CLE to partners and stakeholders.
- Deliver the PRE4CLE message and branding consistently across all platforms and in public.
- Plan and implement PRE4CLE events that support enrollment, provider engagement, and other needs.

Recruitment and Marketing

- With PRE4CLE leadership, work with a marketing firm to implement PRE4CLE's year-round recruitment marketing campaign.
- With PRE4CLE leadership, develop the overall recruitment implementation plan—including deliverables, timelines, volunteer structure, and outcome measurements.
- With PRE4CLE leadership, design and implement PRE4CLE's recruitment drives to engage families during critical enrollment periods throughout the year, including attending events in the community.
- Work closely with PRE4CLE staff and leadership to ensure continuity and success of the plan.
- Develop project tracking and updates, and ensure documentation and communication to staff, Compact members, and partners.
- Use data to identify needs and opportunities and inform program and communication related changes as needed.

Operations Management

- Assist in staffing the Early Childhood Compact, including regular communication, meeting preparation, and committee engagement.

QUALIFICATIONS

- Bachelor's degree in a related field.
- Ability and desire to work with diverse stakeholders, including government officials, advocacy partners, and community leaders.

- Demonstrated communication ability, including knowledge of social media, traditional media, and strong written and verbal communication.
- Strong internet and Microsoft Office suite skills required, including Word, Excel, and PowerPoint. The applicant must also have the ability to learn and use new technologies.
- Ability to plan and set goals, build program structure, mobilize and motivate others and meet program deadlines.
- Strong strategic and problem-solving skills.
- Ability to respond flexibly to the dynamic needs of the organization.
- Ability to travel on a periodic basis.
- Ability to work some evenings and weekends as needed.
- Valid OH driver's license and reliable transportation.

COMPENSATION AND BENEFITS

Compensation competitive and commensurate with experience. The ESC provides a comprehensive benefits package including health, dental, and vision insurance, retirement benefits through the State Education Retirement System (SERS), and professional development opportunities.

APPLICATION PROCESS

To apply for the Communication Manager position, please:

- [Visit AppliTrack](#)

-OR-

- Send a cover letter, resume or CV, and writing sample to Michelle Connavino, PRE4CLE Deputy Director (mconnavino@pre4cle.org)

by October 31, 2022.

For additional questions, Michelle can be reached at (216) 901-4214.