



Job Description

Communications and Data Analyst, Office of Adult Education

Salary range: \$50,000 - \$55,000 (Commensurate with education and experience)

Location: 1800 Century Place, Atlanta, Georgia 30345

The position is open to all applicants that meet the minimum qualifications below.

The Communications and Data Analyst is responsible for developing and managing the Office of Adult Education's communications and marketing strategy in addition to providing communications and marketing support to local Adult Education programs. This position will also conduct data analysis to support the Office of Adult Education's strategic initiatives. This position will report directly to the Director of Research and Impact and will include occasional travel and evening work hours.

RESPONSIBILITIES:

- Craft well designed communications for newsletters, website pages, marketing tools, and social media posts
- Develop and maintain a robust digital and social media content strategy
- Regularly engage with others to identify compelling stories and existing opportunities to engage a variety of stakeholders regarding the impact of Adult Education in Georgia
- Design marketing collateral including ads, presentations, videos, and more to support the Office of Adult Education and local Adult Education programs
- Manage external vendors (photographer, video, designers, etc.)
- Measure, report, and optimize all marketing initiatives based on market research and defined Key Performance Indicators for success
- Support the implementation of a customer relationship management tool across local Adult Education programs and in the Office of Adult Education
- Collaborate with other departments and local Adult Education programs to execute cross-functional campaigns
- Regularly analyze data to evaluate the effectiveness of initiatives by the Office of Adult Education and local Adult Education programs
- Produce detailed and visually appealing infographics for a variety of audiences
- Collect, compile, and analyze programmatic and operational data to investigate and document underlying trends, irregularities, and possible causes for changes in data
- Manage other projects and assignments as requested by agency leadership

MINIMUM QUALIFICATIONS:

- Bachelor's degree in Communications, Marketing, Public Relations, or a related field ***AND*** One (1) to Three (3) years of related work experience
- Excellent oral and written communication skills
- Strong proficiency in Microsoft Office Suite (PowerPoint, Excel, and Word)

An Equal Opportunity Employer

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PREFERRED QUALIFICATIONS:

- Three (3) years of experience in communications and digital content management, preferably in an educational or governmental agency setting
- Track record of effective social and digital strategy
- Experience working with WordPress, MailChimp, and Canva or related website management, marketing automation, and graphic design platforms
- Experience working with the Adobe Creative Suite
- Experience analyzing data in Excel or using a statistical software package, such as Stata or R

TECHNICAL COMPETENCIES:

- Knowledge of marketing and digital content best practices;
- Knowledge of social media platforms and marketing automation tools;
- Knowledge of website management, HTML code, and web analytics software;
- Knowledge of data analysis methodologies;
- Strong creative skills and ability to translate ideas or concepts into actionable projects to achieve goals;
- Strong critical thinking skills demonstrated by the ability to analyze information, evaluate results, and provide recommendations;
- Skill in the operation of computers and job-related software programs;
- Organizational and project management skills; and
- Skill in interpersonal relations and in dealing with the public.

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