



Job Title: Senior Manager, Strategic Communications

Position Status: Full-time, exempt (salaried), primarily remote position (i.e. hybrid). Some in-person meetings will be required, along with occasional travel for conferences and convenings.

Reports to: Chief Executive Officer

About The Attainment Network

The Attainment Network is a Colorado-based nonprofit and intermediary that helps communities strengthen education-to-workforce systems so every learner and earner can access meaningful career pathways. We bring together education, employers, workforce organizations, government, philanthropy, and community partners to design and implement career-connected pathways. Combining the mission of a nonprofit with the strategic, client-centered approach of a consulting organization, we help partners align efforts across systems and create lasting impact for learners, employers, and communities.

Position Summary

The Attainment Network seeks a Senior Manager, Strategic Communications to develop the organization's communications strategy and lead its execution in partnership with the CEO and leadership team. The Senior Manager will help shape The Attainment Network's narrative, positioning, messaging, and thought leadership; translate complex education-to-workforce initiatives into compelling communications; and advise organizational leaders on strategic communications opportunities that strengthen partnerships, influence, and impact.

As part of a small, collaborative organization, this is both a strategic and hands-on role. The Senior Manager will personally execute much of the work, from executive communications and partner stories to digital content, presentations, website content, and multimedia projects, while effectively leveraging external consultants and creative vendors. The role offers opportunities to expand strategic leadership and responsibility as The Attainment Network evolves.

Core Responsibilities

Strategic Communications & Brand Leadership

- Develop and execute integrated communications strategies that strengthen The Attainment Network's positioning, visibility, and influence.
- Serve as a strategic communications advisor and thought partner to the CEO and leadership team on organizational positioning, reputation, messaging, stakeholder engagement, and executive communications.
- Shape and continually refine The Attainment Network's organizational narrative, ensuring partners, funders, policymakers, and the broader ecosystem understand our unique role, value, and impact as an education-to-workforce intermediary.
- Partner with leadership to develop communications that support revenue generation and organizational growth, including grant proposals and reports, funder communications, sponsorships, business development, and partner cultivation.

Content Strategy & Storytelling

- Develop and execute a storytelling strategy that elevates compelling stories of systems change and impact across The Attainment Network and its partners.
- Translate complex education-to-workforce initiatives, data, and evaluation findings into clear, engaging content, including reports, presentations, case studies, briefs, infographics, and other communications products.
- Develop multimedia content, including video and photography, to showcase partner stories, organizational impact, events, and CEO and team thought leadership, leveraging creative vendors as appropriate.

Digital Communications & External Engagement

- Manage communications across website, email, social media, media relations, advertising, and other channels, directly developing, editing, publishing, and managing content to strengthen visibility, trust, and engagement.
- Identify and pursue opportunities to elevate The Attainment Network and its leaders through speaking engagements, publications, media, conferences, executive thought leadership, and other venues.

Organizational Collaboration & Communications Operations

- Partner with staff across the organization to develop messaging, communications, and audience engagement approaches that advance organizational priorities and partnerships.
- Strengthen communications systems, processes, and measurement, using communications analytics, performance data, and insights to improve reach, engagement, and effectiveness.
- Provide communications coaching, tools, and support to staff to strengthen storytelling, presentations, media engagement, and external communications.
- Manage communications projects, priorities, timelines, and budgets, including external consultants and creative vendors, to ensure strategic alignment, responsible use of resources, and timely, high-quality execution.
- Partner with the CEO and CFO during the annual planning and budgeting process to identify communications priorities, resource needs, and associated investments

Skills & Competencies

- **Strategic Communications & Influence:** Ability to develop and execute communications strategies that advance organizational priorities, strengthen positioning and visibility, build trust, and expand influence with key audiences.
- **Exceptional Writing & Storytelling:** Exceptional writing, editing, and storytelling skills, with the ability to translate complex education-to-workforce initiatives, data, and evaluation findings into clear, compelling communications for diverse audiences.
- **Strategic Thinking & Judgment:** Strong strategic instincts and sound judgment, with the ability to understand the larger organizational context, identify communications opportunities and challenges, and provide thoughtful counsel to organizational leaders.
- **Audience Engagement & Relationship Building:** Ability to understand the perspectives and information needs of different audiences, build trusted relationships, and develop communications that engage partners, funders, policymakers, employers, educators, learners and earners, and other stakeholders.
- **Creative & Emerging Communications:** Ability to identify compelling ways to tell stories across formats and channels, including digital content, presentations, publications, video, photography, and other multimedia, and to thoughtfully and responsibly use AI and emerging communications tools to improve quality, efficiency, and effectiveness.

- **Project Management & Execution:** Strong project management skills and attention to detail, with the ability to move fluidly between strategy and hands-on execution, manage multiple priorities, timelines, and budgets, and effectively manage consultants and creative vendors.
- **Curiosity & Adaptability:** Intellectual curiosity, adaptability, and a commitment to continuous learning, with a genuine interest in understanding education-to-workforce systems and elevating the experiences and stories of learners, earners, employers, and communities.

Qualifications

- Seven or more years of progressively responsible experience in strategic communications, communications, marketing, public relations, journalism, or a related field.
- Demonstrated experience developing and executing communications strategies and producing high-quality communications across multiple formats and audiences.
- Experience advising or partnering with executive or senior leaders on communications, messaging, positioning, or thought leadership.
- Experience managing complex communications projects, budgets, and external consultants or creative vendors.
- Experience in client- or partner-facing, mission-driven environments such as nonprofit, consulting, education, workforce development, philanthropy, or government strongly preferred.
- Experience with communications and project management platforms, including CRM, email marketing, website content management, and digital communications tools. Experience with Neon One, monday.com, Mailchimp, WordPress, Canva, Adobe Creative Suite, or similar platforms preferred.
- Bachelor's degree in Communications, Marketing, Journalism, Public Relations, English, or a related field preferred, or an equivalent combination of education, training, and professional experience.

We recognize that relevant experience can be gained through a variety of professional pathways. If your background doesn't align perfectly with every qualification listed, but you believe you would excel in this role, we encourage you to apply.

Compensation and Benefits

- Salary Range: \$80,000-95,000 annually
- Benefits: Comprehensive package including Medical, Dental, Vision, HSA eligibility, Life Insurance, Short- and Long-Term Disability, 401k with employer match, cell phone and internet reimbursement, professional development support and Trusted Time Off.

Application Process

Deadline: November 1, 2026

Submit your cover letter, resume, work sample, and three professional references to hr@attainmentnetwork.org

Your cover letter should describe your approach to strategic communications, including examples of how you've partnered with or advised organizational leaders on positioning or narrative, translated complex work into compelling stories, managed multiple concurrent initiatives, and used communications to strengthen impact, partnerships, influence, fundraising, or organizational growth.

Please include three short, diverse published communications samples that collectively demonstrate your writing, strategic thinking, and range. Samples might include a report or brief, article or executive

communication, campaign, case study, presentation, website content, multimedia project, or other communications product. If a sample was developed collaboratively, briefly describe your role. Finalists will also be asked to complete a performance task focused on developing a communications strategy for a specific organizational project or challenge.

Note that final employment offers may be contingent upon successful completion of a background check consistent with organizational policy and applicable law.

Equal Opportunity Statement

The Attainment Network is an Equal Opportunity Employer and is committed to creating an inclusive workplace free from discrimination, harassment, and retaliation. Employment decisions are made without regard to race, color, religion, creed, sex, sexual orientation, gender identity, gender expression, pregnancy, national origin, ancestry, age, disability, genetic information, HIV status, veteran status, uniformed service status, natural or protective hairstyles, or any other status protected by applicable law.