Communications & Content Director

Reports to: Executive Director
Direct reports: Digital Communications Specialist
Status: Exempt

Mission Statement

We strengthen and build adult English language learning programs and instruction to further individual and family success at work, school and in the community.

Strategic Plan

MCAEL's current strategic plan will conclude on June 30, 2026. It is focused on the following strategic priorities:

1. The coalition's English language programs are equipped to provide culturally responsive, learner-centered instruction and reduce barriers to learner participation.

2. Adults in underrepresented communities will have access to English language instruction and participate at rates in line with other participants in similar classes, supported by new and existing efforts by MCAEL.

3. MCAEL is the recognized resource and advocate for adult English language learning and teaching.

4. Our practices and programs support our internal equity goals and the equity goals of the coalition.

About MCAEL

MCAEL is a leading nonprofit in Montgomery County, which traces its beginnings to 2002. When the Montgomery County Council, adult English literacy service providers and community stakeholders worked together to address the growing demand for programs and services, MCAEL incorporated as an independent nonprofit organization in 2006. The organization, now in its 17th year, continues to grow and develop and enjoys an excellent reputation in the county and with our partners.
MCAEL strengthens the community by advancing a coalition of organizations dedicated to enabling all Montgomery County residents to achieve their full potential by improving their English language skills. MCAEL is the hub of the coalition, bringing English language service providers together to learn and share, driving a system of continuous improvement. For the coalition – nearly 60 programs, which have 1000+ instructors/program staff, serving approximately 10,000 adult learners each year:

- Training and professional development (at no cost) to any instructors and program administrators in Montgomery County
- Centralized data collection and analysis
- Advocacy on behalf of the coalition
- The directory of all adult English classes in the county
- Public engagement around the issue of adult English literacy

**Position Overview**

The Communications and Content Director will develop and implement a strategic communication plan to tell the story of MCAEL and the essential role the organization plays in building stronger communities and advancing Montgomery County's workforce. A key team member and advisor to the MCAEL Executive Director, the Communications and Content Director will create strategic content for MCAEL’s print and digital platforms with the goal of advancing MCAEL’s mission and vision. This position supervises the Digital Communications Specialist and works collaboratively with that person and the whole MCAEL Staff. In support of that goal, this position will work with the MCAEL team and partners to produce content for press releases, newsletters, e-mails and collateral materials, as well as edit/update the MCAEL website and assist with events, outreach, collaborations and more.

**Responsibilities**

- Develop annual communications plan as well as plans for milestones, events, etc.
- Working with team and community partners, generate strategic communications and story ideas for press releases and other platforms
- Envision new approaches to amplify and elevate stories of MCAEL, the service providers and students that benefit from MCAEL’s network of programs
- Develop relationships with nonprofit partners, local media members and nonprofit communication peers
- Consider tone, messaging and audience for all strategic communications
- Draft copy for press releases; obtain needed quotes working closely with partner organizations, instructors and students
- Serve as communications lead and media contact for press releases; pitch stories to relevant media outlets
- Collaborate with staff and committee members to aid with annual awareness event
- Work with Digital Communications Specialist to identify opportunities to amplify MCAEL news with key partners via social media, the newsletter(s) and other tools (print, online, etc.); contribute to and edit content
- Work with Executive Director on internal communications, including board communications
- Work with Executive Director to conceptualize and draft advocacy campaigns, testimony, etc.
- Research story ideas and help draft copy for MCAEL newsletter, working closely with MCAEL team
• Oversee website content, write and edit website copy, offers design input
• Activate and track elements of organizational plans (i.e. strategic plan)
• Help develop MCAEL collateral (slide decks, etc.) for presentations, meetings and events
• Assist with special projects such as creating content for videos and events

**Required Knowledge, Skills, and Abilities:**

• Interest in mission-driven nonprofit work, collaborative work style
• Highly skilled writer and editor with over 10 years of experience in communications space, preferably in an education or nonprofit setting
• Solid knowledge of Microsoft Office Suite and social media platforms, working knowledge of website updating software
• Ability to prioritize workload in a timely manner
• BA degree in communications, journalism or a related field—this may be substituted for a relevant combination of academic, professional, and other experiences
• Proficiency in another language preferred

This position is exempt, 20-25 hours/week with generous benefits and a competitive salary commensurate with experience. Salary is $40,000 - $48,000 range depending on number of hours/week and skills and experience. Other benefits include: health insurance, retirement plan, paid time off at a rate commensurate with employment status; professional development support. At the present time, MCAEL staff are granted a mix of working in the office and at home.

**TO APPLY:** Interested candidates must e-mail a cover letter explaining how your skills and background fit this position and a resume to admin@mcael.org. Resumes sent without a cover letter will not be considered. Please be prepared to provide references upon request. Please refer to Communications and Content Director position in the subject line. No phone inquiries please. Applications will be reviewed upon receipt. Position is open until filled.

MCAEL seeks to hire individuals who have interest and experience in any or all of the following: building community, immigrant integration, coalition building, partnership development and adult education. Bring an inquiring mind, a desire to address community development by helping those without English literacy skills acquire them, passion, grassroots organizing, innovative thinking and flexibility are all traits that would enable a MCAEL employee to be successful. Additionally, bilingual or multilingual capabilities are preferred. Experience living in a culture that is not one's native culture would be a plus. MCAEL's staff is small but mighty, thus the ability to work as a part of a dynamic, high-energy team and individually to accomplish mutually shared goals and support a growing and dynamic coalition of nearly 60 programs, more than 1,000 staff and instructors and approximately 10,000 learners is critical.

*MCAEL is an Equal Opportunity Employer. All correspondence will remain confidential.*