



Inspiring a Future-Ready STEM Workforce

POSITION DESCRIPTION – Marketing Communications and Program Manager

Position Concept

Part-Time: September – May: 32 hours weekly (average) / June – August: 20-22 hours weekly (average)

General Functions

The Marketing Communications Manager is responsible for all marketing and communications, including social media, email campaigns, website management, event coordination, program implementation, and database management.

POSITION ROLES & RESPONSIBILITIES

Marketing / Communications / Public Relations

Manage communications to enhance STEM Forward's role as a regional STEM connector and information resource to all constituents (schools, employers, community members, etc.) Demonstrated writing, content creation, marketing, email campaigns, and social media management experience in a communications role strongly preferred.

- Lead content planning, creation, and execution for STEM Forward's marketing and communications efforts, including website, email campaigns (monthly newsletter), social media, and press releases.
- Serve as the organization's primary writer for all major communications
- Manage the technology associated with all marketing tools (website, social media, email, etc.).
- Coordinate and promote new school recruitment for programs
- Lead the Scholarship Program, including all fundraising efforts
- Lead the STEM Awards processes (Stemmy Awards & Engineer of the Year Awards)
- Lead STEM Forward's Brand Management including external accounts and documents
- Network in the corporate and K-12 STEM community for resources, volunteers, and partnerships
- Solicit and manage Day of STEM opportunities with schools and local organizations
- Assist with fundraising and sponsorship solicitations

Events

- Lead planning and execution of the Annual Scholarship Fundraisers, including the Golf Outing & Silent Auction and the BluTender events
- Lead planning and execution of the Annual Celebration of STEM and associated awards
- Assist in coordination, production, and administration for the sySTEMnow Conference, including managing the Stemmy Awards process.
- Assist in the planning and execution of all STEM competitions

Programs

- Oversee high school and college scholarship program, including promotion and selection process.
- Coordinate the *Day of STEM* program with schools and employer volunteer providers.
- Promote program opportunities and recruit volunteers from employers and technical societies.

- Provide STEM program information and assistance to constituents proactively and in response to specific requests.
- Represent and promote STEM Forward programs at area schools and community events.

Administrative / General

- Manage the registration process and RSVP's for select organizational meetings and events.
- Maintain and grow the Constant Contact database and social media followers
- Onboard all new Board of Directors
- Maintain STEM Forward's Brand Guide

Skills and Qualifications

Required

- Excellent written and verbal communication skills
- Well organized with strong time management skills
- Strong project management experience
- A creative mind that enjoys creating a variety of marketing content
- Demonstrated base of computer skills, including direct website and social media platform management. [i. e. Constant Contact, LinkedIn, Facebook, Instagram, X, Sendible]
- Ability to take initiative and problem-solve
- Strong collaboration skills to work effectively with diverse stakeholders, including educators and employers
- Accuracy and attention to detail
- Fundraising abilities
- Interest in STEM and alignment with STEM Forward's mission.

Desirable

- Knowledge of the community, K-12 education, and industry in SE Wisconsin

STEM Forward is a leading provider of outreach programs and events emphasizing Science, Technology, Engineering, and Mathematics (STEM) in southeastern Wisconsin. Founded in 1905 as *Engineers & Scientists of Milwaukee* and housed at the Milwaukee School of Engineering, STEM Forward is 501c3 non-profit organization.

Mission: To promote STEM Education and careers to all students through collaboration with business, education, government, and the community.

Vision: *Inspiring a Future-Ready STEM Workforce.*

Core Values

STEM Literacy is fundamental to a successful society
 Inclusion, access, and growth of STEM learning for all students
 Exposure to all STEM fields
 Responsible for the stewardship of the organization's programs and resources
 Highest ethical principles in all we do
 Positive competition and respect.