

POSITION DESCRIPTION

<u>POSITION TITLE</u>	Director of Communications and Advocacy
<u>REPORTING TO</u>	Chief Operating Officer
<u>ORGANIZATION</u>	Association of Science-Technology Centers www.astc.org
<u>LOCATION</u>	Washington, DC
<u>POSITION TYPE</u>	Full time, 40 hours per week, exempt
<u>SALARY</u>	\$85,000-\$110,000

The Association of Science-Technology Centers (ASTC) is a professional membership organization that supports the future success of science centers, science museums, and related institutions dedicated to public engagement with science. ASTC encourages excellence and innovation in science learning by serving, linking, and advancing the common goals of its members in North America and across the globe. Through strategic alliances and partnerships, ASTC supports its members in addressing global challenges locally through community engagement with science and technology. ASTC works with its members in advancing equity, inclusion, and accessibility with the diverse communities and among everyone who visits and works in science centers and science museums.

Founded in 1973, ASTC now supports nearly 700 members, including nearly 500 science centers, science museums, and related institutions, such as nature centers, aquariums, planetariums, zoos, botanical gardens, and natural history and children's museums. ASTC members also include companies and nonprofit organizations that support science learning. ASTC is a 501(c)(3) tax-exempt nonprofit educational organization.

ASTC is engaged in a transformative process to implement a new strategic direction for the association to better support its members. ASTC is building capacity across the organization towards its future efforts to:

- Make the case for the work of science centers and museums
- Identify future trends and frontiers, and help ASTC members prepare, respond, and lead
- Connect ASTC members—including current and future leaders—for idea exchange, learning, and collaboration

To support ASTC in making the case for the work of science centers and science museums in the context of this new strategic direction, ASTC is seeking an experienced communications professional to serve as its Director of Communications and Advocacy, a new role leading the organization's expanded communications, publications, and advocacy team and reporting to ASTC's Chief Operating Officer.

SCOPE AND RESPONSIBILITIES

With ASTC's Chief Operating Officer, the Director of Communications and Advocacy will be responsible for ASTC's efforts to champion and make the case for the work of science centers and science museums with key stakeholders, including: philanthropic and corporate foundations; policymakers and government agencies at the Federal, state, and local level; organizations engaged in science and technology research, science engagement, or STEM education; and the general public. Along with ASTC's Member Engagement and Services team, the

Director of Communications and Advocacy will develop and communicate ASTC's key messages to our members and other audiences, and create tools that equip science center and museum staff to make the case for their work with current and new stakeholders.

The Director of Communications and Advocacy will be responsible for ASTC's work across three priority areas, including: (1) developing and communicating ASTC's messaging across our programs, including in collateral, publications, and our online presence; (2) marketing ASTC's member benefits and programs to our members and communicating program impacts to external stakeholders; and (3) getting our members at new tables by making the case through effective advocacy efforts for how science centers and science museums support national, regional, and local priorities as a part of the broader ecosystem of science learning, afterschool, science communication, and public engagement in science organizations.

Develop and Communicate ASTC's Messaging (25%)

The Director of Communications and Advocacy will be primarily responsible for ensuring that ASTC's core messages and brand clearly convey the organization's mission, strategy, and approaches and that these messages are implemented across ASTC's programs, materials, and online presence. ASTC has engaged outside consultants to update the organization's brand and key messages for the launch of our new strategy, and the Director of Communications and Advocacy will be responsible for keeping these messages updated, integrating core messages across programs, and developing new targeted communications for specific stakeholders. Specifically, the Director and their team will:

- Work with the Chief Operating Officer, ASTC's Board of Directors, and its various committees to ensure messages reflect the outcomes and impact of ASTC and our members
- Oversee ASTC's digital communications properties, most significantly our website (astc.org), and our social media efforts
- Produce professional digital and print collateral for ASTC and our programs
- Ensure ASTC's messages are integrated throughout ASTC's publications, specifically *Dimensions*, our award-winning magazine, *Connected Science Learning*, an online journal produced in collaboration with the National Science Teacher's Association, and our various newsletters
- Work with ASTC's program managers to ensure the organization's core messages are integrated throughout program communications and materials
- Develop targeted messages and create appropriate collateral for targeted audiences that support ASTC's broader fundraising, partnership, and engagement efforts with organizations and individuals within the following broad set of audiences:
 - Leadership and staff of science centers and science museums in North America and globally who join ASTC and participate in our programs
 - Philanthropic and corporate foundations who support ASTC and our members' work
 - Policymakers, government agencies and elected leaders at the Federal, state, and local level who provide programs and funding to support science centers, museums, and informal STEM institutions more broadly
 - Organizations engaged in science and technology research, science engagement, or STEM education—including scientific societies, other museum associations, and other science-engagement networks in North America and around the world—who partner with ASTC and our members to advance our shared vision of a more scientifically-engaged society
 - Press and media outlets
 - The general public who visit science centers and more broadly participate in science-engagement activities

- Manage a messaging and public activity calendar, by working with ASTC staff to identify, assess, select, and optimize public communication and engagement opportunities, including ASTC's participation in national and international conferences, public-speaking opportunities, and related gatherings at which ASTC should have a presence to increase awareness of ASTC and its members' efforts

Market ASTC Membership and Program Opportunities to Science Centers and Museums (25%)

The Director of Communications and Advocacy and their team will work closely with ASTC's Member Engagement and Services team, as well as the Impact and Inclusion team, to ensure that the leadership and staff within science centers and science museums, as well as other eligible organizations, are aware of the benefits of ASTC membership, the programs they can participate in, and the impact of our association. The Director and their team will lead communications efforts on behalf of ASTC while acting as internal service providers for ASTC program managers. Specifically, the Director and their team will:

- Work with ASTC's Member Engagement and Services team to market ASTC membership benefits to science centers and science museums throughout North America and globally, including contributing to member retention by communicating benefits and impact to current members
- Work with ASTC's Member Engagement and Services team to produce regular electronic member communications to inform them of program opportunities across ASTC and our partners
- Work with all ASTC program managers to develop and implement communications plans for each of ASTC's programs, which may include the production of dedicated materials, webpages, and digital marketing campaigns
- Specifically work with ASTC's programs and events teams to market attendance at ASTC's Annual Conference not only to ASTC members but to the broader audiences of informal STEM educators and science communications professionals

Making the Case for the Work of Science Centers through Effective Advocacy Efforts (25%)

The Director of Communications and Advocacy will work closely with ASTC's Chief Operating Officer and President and CEO to lead ASTC's initiatives to make the case for the work of science centers and science museums through effective advocacy efforts. This effort will involve significant partnership and coalition building to get our members' voices represented at new tables within communities representing scientific research, technological innovation, public engagement with science, and STEM education. Specifically, the Director and their team will:

- Develop and implement a strategic communications and advocacy plan that will position science centers/museums and their impact in society favorably among key stakeholders and the general public
- Ensure ASTC has the messages and materials necessary to communicate our work and our members' impact to stakeholders in these communities
- Lead partnership development and coalition participation to support ASTC and our members' participation in national and global efforts to advance public understanding in science and STEM education
- Work with ASTC's Chief Operating Officer to oversee the association's government relations efforts, including efforts to develop new programs within Federal agencies and efforts to protect or expand current programs through Congressional advocacy, as well as:
 - Catalyzing and coordinating ASTC members to advocate for continued or expanded support or new programs, at the national, state, regional, and local level, including by developing customizable toolkits and collateral, sharing best practices, and facilitating member-to-member exchange of successful local/state models

- Collaborating with other networks to support investments and policies that advance the scientific enterprise, STEM learning, and the work of science centers, museums, and cultural organizations
- Build tools and facilitate programs to build capacity for communications and advocacy at the local level by the leadership, boards, staff, partners, and audiences of our member organizations.
- Support the President and CEO and the COO in their roles as ASTC's public spokespeople and advocates for the importance of ASTC's mission and goals, including through your team's efforts to prepare presentations, remarks, and other executive communications, along with useful background information and talking points

Manage Communications and Advocacy Team (15%)

The Director of Communications and Advocacy will manage a small Communications and Advocacy team of staff, independent contractors, and consultants. Specifically, the Director will:

- Supervise, motivate, evaluate, and enrich the skills of the Communications and Advocacy team members, in part by: delegating responsibility and authority; inspiring staff as individuals and as a team; and identifying relevant professional growth and development opportunities
- Identify and manage communications contractors and vendors, such as designers, writers, editors, producers, photographers, videographers, and others, who provide communications support to ASTC, and, working with the COO and Finance and Administration team, manage vendor solicitation, selection
- Work with team to build and maintain relationships with the full and varied range of ASTC members, ensuring relevancy and reach of capacity-building programs and initiatives for the science center field
- Manage department and project budgets associated with the work of the Communications and Advocacy team, including by participating in annual operations planning and budgeting processes and engaging in a monthly review of financial position and performance against revenue and expense targets
- With members of ASTC's leadership team, work to implement ASTC's internal, organization-wide, diversity, accessibility, inclusion, and equity efforts

Responsibilities Shared by All ASTC Leadership Team Members (10%)

As a member of ASTC's leadership team, the Director of Communications and Advocacy will:

- Advance ASTC's new strategic direction by working as part of ASTC's leadership team to implement and refine a realistic and forward-thinking plan for implementing that vision, and working with ASTC staff to help make that vision a reality
- Contribute to the development and use of efficient processes, effective management practices, and clear communications across the organization to ensure that day-to-day operations are performed with the highest levels of accountability, productivity, consistency, and integrity
- Share responsibility and accountability for member engagement, satisfaction, and retention
- Attend, provide staff support for, and contribute to the success of ASTC's Annual Conference
- Attend professional meetings and conferences as assigned to promote ASTC collaborations, programs, and activities
- Other duties as assigned

EXPERIENCE AND SKILLS REQUIRED

The ideal candidate for Director of Communications and Advocacy will have a clear record of achievement in communications and messaging to key stakeholder audiences about the importance of nonprofit organizations' work and the need for further investments. The ideal candidate will have knowledge of science centers, museums, and STEM education as well as the landscape of public engagement in science and technology fields. Candidates should also possess knowledge of advocacy approaches to support continued and expanded government investment in science engagement and STEM education. Candidates for this job must be experienced managers who can lead a small team while contributing to the overall success of the organization. They will be driven by ASTC's mission, team culture, and strategic direction.

Desired experience includes:

- Deep experience in communications, messaging, digital marketing, and public relations.
- Track record of implementing successful communications strategies with stakeholders that include private philanthropy, corporations, and partner nonprofits.
- Experience developing flexible tools for others to customize messages to suit their objectives and specific audiences.
- Knowledge of advocacy and public policy approaches at the national and state levels.
- Awareness of informal science, technology, engineering, and mathematics (STEM) learning, science communication, and public engagement in science communities
- Knowledge of current communications and marketing trends and technology
- Skill in developing effective partnerships and collaborations
- Executive-level capacity for financial planning, P&L management and oversight, delivery of programs within budget realities, and effective project management
- Candidates for the role will also benefit from:
 - Experience working with or on a governing board
 - Knowledge of the dynamics of working within a membership association, professional society, or similar organization
 - Experience with museums and museum practice, and awareness of issues facing science centers/museums

HOW WE APPROACH OUR WORK AT ASTC

We expect new members of the ASTC team will join us in aiming to:

- Make a positive impact in service of our members, their communities, and the global good
- Set course for the future boldly
- Be curious and eager to learn
- Foster healthy and productive relationships and teams
- Practice empathy and gratitude

Additional desired qualities and attributes for this role include:

- Strong written and oral communication skills that are effective with a range of audiences and stakeholder groups nationally and globally
- Excellent teamwork and interpersonal skills, able to work independently as well as in collaboration with colleagues, members, partners, and stakeholders

- Robust work ethic, and effective time management and organizational skills, including the ability to manage multiple projects
- A commitment to diversity and inclusion, demonstrated by inviting, including, valuing, and supporting diverse perspectives and ideas, as further described below
- An interest in, and experience with, issues associated with science and technology, including informal science, technology, engineering, and mathematics (STEM) learning, science communication, and public engagement in science, or with museum practice
- Commitment to continual learning and professional development
- Sound judgment and ability to quickly and calmly resolve problems

ASTC COMMITMENT TO DIVERSITY, ACCESSIBILITY, INCLUSION, AND EQUITY

The Association of Science-Technology Centers (ASTC) values and celebrates the rich diversity that makes up the teams and organizations we serve and the broader communities we engage around the world. At the root of science, technology, and innovation are fundamental values that ASTC embraces: a commitment to seek out and engage a diversity of ideas, perspectives, backgrounds, disciplines, knowledge systems, and approaches; and an evolving practice of accepting, valuing, and celebrating contributions, discoveries, and novel solutions regardless of their source. We commit to bring these values to bear across our work, and we seek teammates, board and committee members, and partners who hold diversity, accessibility, inclusion, and equity as foundational and essential values. If all people are welcomed, respected, and included in our work, if everyone has access to opportunity to pursue their aspirations, and if all people can participate fully and actively in creating and building the future, our association, our members, and our global society will be more equitable, prosperous, just, and resilient.

ASTC is proud to be an equal opportunity employer. We are committed to fostering an inclusive environment free of discrimination and harassment. All employment is decided on the basis of qualifications, merit, and business need. All qualified applicants will receive consideration for employment without regard to race, color, religion, creed, sex, pregnancy (including childbirth, lactation, and related medical conditions), gender identity, gender expression, sexual orientation, national origin, political affiliation, age, disability status, marital status, parental status, military service, veteran status, or any applicable legally protected characteristics.

APPLICATION PROCESS

Interested candidates should submit a resume and brief cover letter outlining qualifications and interest in the position to jobs@astc.org by **May 15, 2019**. Applications will be reviewed on a rolling basis. If it is determined that you might be a good fit for the role, ASTC will contact you with next steps.

If you need assistance or accommodation in the application process due to a disability, you may call us at (202) 783-7200 or email us at info@astc.org.