



Job Description

Positions: Marketing and Communications Manager

Location: Denver, CO (Hybrid)

Salary Range: \$80,000–\$95,000, commensurate with experience

Application Deadline: Rolling until filled

Apply at: www.tinyurl.com/ApplyForMI

About the CELL

The Counterterrorism Education Learning Lab (CELL) is a nonpartisan, nonprofit organization dedicated to advancing public safety through education. Through our acclaimed exhibit, award-winning speaker series, and impactful training programs, we empower individuals and communities to better understand, identify, and prevent security threats.

We are a passionate team of mission-driven professionals committed to creating a safer world through education. We offer competitive wages, excellent benefits, professional growth opportunities, and a collaborative, purpose-driven work environment.

About the Role

As the **Marketing and Communications Manager**, you will lead and execute the CELL's marketing, communications, and branding strategies to expand our visibility, deepen community engagement, and drive program participation. Reporting directly to the CEO, you will oversee marketing staff, manage external agencies and vendors, and drive cross-platform initiatives to promote the CELL's exhibit, educational programs, training events, and public forums.

We are seeking a strategic thinker and dynamic leader who brings creativity, innovation, and a strong commitment to advancing the CELL's mission.

Key Responsibilities

Marketing Strategy and Execution

- Develop, execute, and continually optimize integrated marketing and communications plans to meet organizational goals.
- Manage branding efforts to ensure consistency across all digital, print, and in-person communications.
- Lead paid and organic digital marketing efforts, including website content, SEO/SEM, email marketing, and social media campaigns.
- Produce and oversee production of compelling marketing and promotional materials, including brochures, newsletters, blogs, and video content.
- Create and implement media relations strategies, including drafting press releases, managing media outreach, and securing earned media coverage.

Team Leadership and Vendor Management

- Supervise and mentor internal marketing team members.
- Manage relationships with external agencies, freelance contractors, and vendors to ensure high-quality deliverables.



- Set clear objectives, manage budgets, and monitor performance to ensure alignment with project timelines and goals.

Content Creation and Campaign Development

- Develop engaging written and visual content tailored to diverse audiences and platforms.
- Oversee editorial calendars and content distribution schedules across digital channels.
- Coordinate promotions for events, speaker series, fundraising campaigns, and public safety initiatives.

Data-Driven Insights and Reporting

- Collect, analyze, and report on key performance metrics to evaluate the effectiveness of marketing and communications strategies.
- Apply data insights to adjust campaigns, optimize engagement, and inform future strategies.

Community Relations and Audience Growth

- Build and maintain strategic partnerships with media outlets, educational institutions, civic organizations, and community groups.
- Execute initiatives that cultivate new audiences, increase attendance, and expand donor engagement.

Required Qualifications

- Bachelor's degree in Marketing, Communications, Public Relations, Journalism, or a related field (Master's degree preferred).
- Minimum 5 years of progressive experience in marketing, communications, or public relations, including 2+ years in a management or leadership role.
- Proven success in developing and executing integrated marketing and communications campaigns.
- Strong expertise with digital marketing tools and platforms (e.g., Constant Contact, Salesforce, WordPress, Canva, Google Analytics, Meta Business Suite).
- Exceptional written, verbal, and visual communication skills.
- Experience working with nonprofit, education, cultural, or public safety sectors preferred.
- Ability to manage multiple projects simultaneously, meet deadlines, and work collaboratively across teams.
- Data-driven approach to decision-making and performance improvement.
- Adaptability to evolving technologies, trends, and organizational needs.

Benefits

- Positive, mission-driven organizational culture
- Competitive salary and comprehensive benefits package, including:
 - Medical, Dental, Vision coverage
 - HSA/FSA accounts
 - 403(b) retirement plan with employer match
 - Life, Short-Term, and Long-Term Disability Insurance
- Generous time-off policies: Vacation, Sick Leave, Holidays, Bereavement, Jury Duty, FMLA, and Military Leave
- Opportunities for professional development and teambuilding activities

**Application Process**

Submit your cover letter and resume through www.tinyurl.com/ApplyForMI. Applications will be reviewed on a rolling basis.

Please note: All candidates must pass a background check. Pursuant to CDC recommendations, final candidates must be fully vaccinated against COVID-19. The Mizel Institute is an equal opportunity employer.