



Marketing & Communications Manager

Location: Denver, CO (Hybrid)

Salary Range: \$75,000 – \$100,000, 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 mission-driven team committed to creating a safer world through education and engagement.

Purpose of the Role

The **Marketing & Communications Manager** leads the planning and execution of communications and marketing efforts that increase awareness, engagement, event participation, and stakeholder connection across the CELL's programs and initiatives.

This hands-on role is responsible for turning organizational priorities into clear, compelling communications, including content, campaigns, digital engagement, event promotion, media outreach, and brand-consistent materials. Working closely with senior leadership, program staff, development colleagues, and external vendors, the Marketing & Communications Manager helps ensure the CELL's message is timely, consistent, and engaging across audiences and channels.

The ideal candidate is a strong writer, thoughtful storyteller, and organized project manager who can manage details, timelines, and stakeholder input while keeping the larger communications strategy in view. They are intellectually curious, able to quickly learn complex subject matter, and comfortable communicating about issues that require nuance, accuracy, and thoughtful audience engagement. This is a hybrid position based in Denver, with regular in-office and event-related responsibilities.

What You'll Do

Content Strategy & Storytelling (30%)

Develop and manage content that communicates the CELL's mission, impact, programs, and community relevance.

- Create and manage an annual content calendar
- Write and edit newsletters, articles, impact stories, website copy, and stakeholder communications
- Develop donor and community-facing content in partnership with leadership and development colleagues
- Manage website content updates to ensure information is timely, accurate, and aligned with the CELL's voice



- Identify and capture stories that demonstrate the CELL's impact

Event & Program Marketing (25%)

Develop and execute marketing plans that drive awareness, registration, attendance, and engagement for CELL events, programs, trainings, and initiatives.

- Create marketing plans and promotional timelines for major events and programs
- Draft and adapt copy for email, web, social media, partner outreach, and print materials
- Coordinate campaign messaging, deadlines, and promotional assets
- Support registration and attendance goals through targeted communications
- Collaborate with program staff to understand goals, audiences, logistics, and key messages

Digital Communications (20%)

Manage the CELL's digital communications channels to strengthen audience engagement and expand the organization's reach.

- Oversee email marketing, including newsletters, event promotions, audience segmentation, and performance tracking
- Manage social media strategy, content planning, posting, and engagement
- Coordinate digital advertising when appropriate
- Monitor website, email, social media, and campaign analytics
- Recommend improvements based on audience behavior, engagement trends, and communications goals

Public Relations & Community Visibility (15%)

Support external awareness and media opportunities that elevate the CELL's mission, programs, events, and thought leadership.

- Draft press releases, media advisories, talking points, and other public-facing materials
- Coordinate media outreach for select events, announcements, and initiatives
- Maintain media contact lists and help track media coverage
- Support thought leadership opportunities for senior leaders, speakers, and subject matter experts
- Promote community visibility through partner communications, event listings, and outreach opportunities
- Represent the CELL at community events, partner meetings, media opportunities, and stakeholder engagements as appropriate.

Brand Management & Project Coordination (10%)

Ensure consistency, quality, and professionalism across the CELL communications while helping manage projects from concept to completion.

- Review and advise on organization-wide communications to ensure alignment with the CELL's brand standards, voice, mission, and strategic messaging.
- Coordinate with designers, photographers, printers, web vendors, and other external partners
- Manage communications timelines, approvals, and deliverables
- Develop, maintain, and manage a library of branded communications assets, templates, and messaging resources to support consistency across programs, events, and initiatives.



- Serve as an internal communications resource for staff and program teams
- Help improve workflows and processes that support consistency and efficiency

Success in the Role

A successful Marketing & Communications Manager will help the CELL tell its story more consistently, increase visibility for events and programs, improve engagement across digital channels, strengthen communications workflows, leverage emerging technologies and AI tools to increase efficiency and effectiveness, support brand consistency, and use reporting to help the organization understand what is working.

Qualifications

- Required
 - 3+ years of communications, marketing, public relations, or related nonprofit experience
 - Excellent written and verbal communication, presentation, and storytelling skills, with the ability to tailor messages for diverse audiences and stakeholders.
 - Experience managing multiple projects simultaneously
 - Experience with email marketing platforms and digital communications tools
 - Strong understanding of digital marketing, content strategy, and audience engagement
 - Comfort leveraging AI and other emerging technologies to enhance communications, marketing, research, analytics, content creation, and project management efforts.
 - Ability to work independently and collaboratively
 - Strong attention to detail and ability to move projects from planning through execution
- Preferred
 - Nonprofit experience
 - Event marketing experience
 - Media relations or public relations experience
 - Proven ability to identify, test, and implement new tools and processes that streamline workflows, increase productivity, and support decision-making.
 - Experience supporting communications, marketing, or public engagement efforts related to complex, nuanced, mission-driven, policy-related, educational, public-interest, or otherwise sensitive subject matter.
 - CRM experience (Salesforce, Bloomerang, Raiser's Edge, etc.)
 - Basic graphic design knowledge and comfort coordinating with creative vendors
 - Familiarity with Google Analytics, SEO, and website performance tracking

Benefits

- Positive, mission-driven organizational culture
- Competitive salary and comprehensive benefits package, including:
 - Medical, Dental, and 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 team-building 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. The CELL is an equal opportunity employer.