



**Request for Applicants:
InventEd Communications Manager (Contractor/Consultant, Flexible/Remote)
September 23, 2024**

About The Lemelson Foundation

The [Lemelson Foundation](#) uses the power of invention to improve lives. Established by prolific US inventor Jerome Lemelson and his wife Dorothy in the early 1990s, and guided today by the Lemelson family, The Lemelson Foundation (the Foundation) believes invention can solve many of the biggest economic and social challenges of our time. A private philanthropy, the Foundation has assets of approximately \$450 million and an annual budget of approximately \$20 million. All told, the Foundation has provided over \$300 million in grants and other investments to hundreds of organizations around the world.

The Foundation supports K-12 invention education as a dynamic, open-ended, transdisciplinary teaching approach rooted in problem identification and solution development. Invention education builds from STEM knowledge adding iterative, design-based invention and prototyping processes along with entrepreneurship thinking. The Foundation has been funding invention education programs for over 20 years across the US.



About InventEd

Today, many young people—especially students of color and those from low-income backgrounds—lack access to problem-based learning opportunities. To tackle the complex global challenges we face, it's crucial to equip all students with the skills and mindset necessary for innovative problem-solving. Invention education plays a pivotal role in this process by fostering knowledge, skills, and inventive thinking. This empowers students to steer their own learning journeys and prepare for the challenges they will encounter in their lives and careers.

This vision drives our work as a network. Launched by The Lemelson Foundation, InventEd is a national coalition of educators, researchers, out-of-school programs, private industry partners, and more. We are dedicated to advancing the field of invention education and cultivating the inventive mindset within every student. We firmly believe that every K-12 student deserves the chance to create innovative solutions to the challenges they face in their families, schools, and communities.

In 2022, we engaged stakeholders from within and outside the network, and convened an advisory group, to develop InventEd's first 5-year strategy plan. This strategy was rolled out in late 2022 focused on three programmatic priorities: 1) growing and supporting a community of practice, 2) raising awareness and advocating for K-12 invention education among key stakeholders, and 3) developing partnerships and growing the invention education ecosystem.

The InventEd community currently includes approximately 1000 newsletter subscribers who have varying degrees of direct engagement with the initiative. We see community participants along a spectrum of engagement: 1) curious about invention education, but not necessarily teaching/researching it, 2) engaged in doing invention education and learning from other network participants, and 3) participating in network activities and committed to building the field of practice beyond their professional or organizational goals. We work to sustain and grow the network, and encourage increasing levels of engagement.

The Foundation supports InventEd operations and program activities to enable interested participants to learn from one another, and develop and advance collaborative projects.

Location (flexible/remote)

The InventEd Communications Manager contractor/consultant position will be 100% remote (with the exception of travel for InventEd convenings). A person in this position may work anywhere within the United States. Candidates currently authorized to work in the United States (US Citizens, green card holders, and work visa holders), who reside anywhere within the US may apply.

Scope of Responsibilities: InventEd Communications Manager (contractor/consultant, flexible/remote)

InventEd is seeking a Communications Manager with 10+ years of experience to lead our communication efforts. This is a brand-new role for InventEd, and this person will work closely with InventEd's Network Director and other InventEd contractors. The role is anticipated to range between 25-40 hours/week, with the longer hours taking place in the lead up to our annual convening.

We are looking for a candidate with a start-up mindset, capable of supporting network growth and sustainability, establishing our brand, and raising awareness about invention education. The ideal candidate will be a strategic thinker with a proven track record in developing and executing communication strategies, managing media relations, and driving engagement across various channels.

Responsibilities

- **Strategy Development Support:** Work with the Network Director and a strategy consultant to develop a comprehensive 3-year communications strategy. The strategy will be based on InventEd's existing operational plan, 10-year strategy, and insights from existing community surveys, focus groups and interviews. Updated branding and messaging will be part of the strategy development.
- **Implementation Planning:** Develop and oversee the implementation of the communications strategy, ensuring alignment with organizational goals and effective execution of activities and tactics. This role may engage with other contractors for graphic design, videography, and web development, as needed.

- **Branding & Messaging:** Roll out InventEd’s revised branding and messaging, clearly defining our role and impact in supporting K-12 invention education.
- **Content Oversight:** Write, edit, and distribute high-quality content, including press releases, newsletters, social media updates, annual reports and web content, that supports the new strategy. Specifically:
 - Write and publish InventEd’s monthly newsletter
 - Develop and implement a 12-month social media calendar
 - Draft and publish 2-3 original social media posts weekly; (re)publish relevant posts from the network
 - Serve as quality control and editor for InventEd’s website, inventioneducation.org, including making direct edits and additions to the website
 - Develop press releases on high profile events and developments for InventEd
- **Media & Public Relations:** Build and maintain media relationships and manage press outreach to elevate InventEd’s profile and raise awareness for invention education.
- **Campaign Management:** Develop and manage communications campaigns for key events and program activities, including InventEd’s annual convening and other events.
- **Community Development:** Support messaging and promotion for community learning and sharing activities (e.g, webinars, Facebook Group) both in-person and online.
- **Conference Proposals & Submissions:** Research and manage the development of proposals for conferences and other speaking engagements. Ensure that submissions effectively convey InventEd’s mission and initiatives.
- **Monitoring & Reporting:** Track communication metrics and report on the effectiveness of the communication strategy. Use data (e.g., social media, web analytics) to refine tactics, increase engagement, and ensure successful outcomes.
- **Awareness Resources & Toolkits:** Coordinate with InventEd staff and external vendors to create and distribute resources and toolkits aimed at building awareness about invention education both within and outside the network.
- **Elevate Thought Leadership:** Collaborate with community members and network partners to develop and promote thought pieces, op-eds, and other content that highlights key topics within invention education and InventEd’s role in supporting the field of practice.

- **Collaboration:** Work closely with InventEd’s Network Director and other contractors to ensure cohesive implementation of the communications strategy and alignment with InventEd’s strategic priorities. There will be weekly meetings with the Network Director to discuss current and upcoming activities; meetings may occur more frequently in the lead up to InventEd events.

Desired Experience and Qualifications

- Bachelor’s degree in journalism, strategic communications, or equivalent
- Knowledge of national education initiatives and priorities is desired
- Demonstrated experience with social media platforms
- Strong, versatile copywriting skills
- Proactive, entrepreneurial self-starter who is highly responsive to emerging issues, requests, and has an ability to work independently and as a member of remote teams
- Good organizational, planning, and coordination skills
- Ability to multi-task and re-prioritize as needed
- Desire to take full ownership of assigned projects and ability to manage multiple projects simultaneously
- Proven ability to onboard and manage contractors (e.g., graphic designers, web developers)
- Possesses a sense of urgency; is nimble if messaging and priorities change, self-motivated and detail-minded
- Strong interpersonal skills, ability to build collaborative relationships, and willingness to work in partnership with others
- Good verbal presentation, group dynamic, and meeting facilitation skills
- Proactive approach in resolving problems and issues

Format and Content of Proposal Submission

Due to the interdependent nature of the work proposed and the need for a highly collaborative approach, the role will require a high degree of flexibility, daily responsiveness, and regular collaboration with the Network Director. Prior to submitting a response, the consultant should familiarize themselves with invention education and InventEd’s website (inventioneducation.org).

In response, please include:

- A scope of work outlining a 12-month project that includes the job responsibilities outlined above. Please include a brief statement about your estimated monthly fees and availability in the next 18-24 months.

- A statement of ability to work and live in the U.S.
- CV/resume demonstrating relevant skills and experience
- Three relevant references from a client or supervisor

Timeline and Budget:

- Submissions will be considered on a rolling basis until the position is filled.
- First and second round interviews and reference checks are expected to take place in September and October 2024.
- A decision is expected to be made by the end of October with work beginning as soon as possible after that.
- This job role is anticipated to require 25 hours/week, becoming 40 hours/week in the three months surrounding InventEd's annual Convening (the next Convening will be in November 2025).
- The pay range for this position is \$70,000-\$80,000 depending on experience.

The scope of work will be re-evaluated in partnership with the Network Director and Lemelson staff approximately every 6 months to determine if changes should be implemented based on the evolution of InventEd, and time and activities needed to achieve intended impacts.

Submission package should be submitted electronically to [info \(at\) inventioneducation\(dot\) org](mailto:info@inventioneducation.org). Questions about the position may also be submitted to [info \(at\) inventioneducation \(dot\) org](mailto:info@inventioneducation.org).