



Communications Consultant Maryland Early EdCorp Project

Center for Early Childhood Education and Intervention (CECEI)
University of Maryland, College Park

Background on the Center for Early Childhood Education and Intervention:

The Center for Early Childhood Education and Intervention (CECEI), in the College of Education at the University of Maryland, is a joint initiative between the Department of Counseling, Higher Education and Special Education and the Department of Human Development and Quantitative Methodology. *The mission of the CECEI is to conduct high quality research on early childhood education and early intervention programs in order to inform State and Federal policy, to translate research into scalable education programs and best practices, to build capacity in schools and communities, and to promote family engagement in their children's education.*

Background on Maryland Early EdCorp:

The CECEI has developed the Maryland Early EdCorp CDA Apprenticeship program to recruit and train 125 individuals new to the child care field. Participants will receive 160 hours of professional development training in both pre-service and weekly sessions and onsite mentor coaching while placed in a high quality child care setting serving children and families with complex access issues (children with disabilities, experiencing homelessness, engaged in the child welfare system, who are dual language learners, and/or live in poverty).

Communications Consultant for Maryland Early EdCorp CDA Apprenticeship program

This is a contractual position through January 30, 2024. The position is a telework contract position with the possibility of in-person meetings with project leadership.

Position Description:

- Review and complete Recruitment Plan to conduct outreach to:
 - Apprentices
 - Apprenticeship sites and Mentor-Coaches
- Implementation of activities within the Recruitment Plan, including:
 - Social media activities
 - Direct contact with potential sites
 - Dissemination of recruitment tools
 - Writing press releases and disseminating them to local media organizations including websites and newspapers in identified clusters

- Tracking recruitment success
 - Collecting, managing, and analyzing data regarding successful recruitment strategies for building on effective approaches
 - Ongoing reporting regarding recruitment statistics

Minimum Qualifications:

- Bachelor's degree in Communications, Marketing or a related field
- Evidence of strong communication skills, both oral and written
- Proficiency in general office software (including word processing, spreadsheets, and presentations)
- Excellent interpersonal skills and ability to foster collaboration
- Strong time management skills and ability to organize and coordinate multiple tasks at once
- Attention to detail and ability to work autonomously, and as part of a team to meet set deadlines
- Familiarity with Google Workspace and other office productivity tools; with the aptitude to learn new software and systems

Preferred Qualifications:

- Professional work experience
- Experience working in an early childhood education setting

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Women, minorities, LGBTQ+, veterans, and people with disabilities are encouraged to apply.

For best consideration, please send all materials by 9:00 A.M. on May 5, 2023. The position will remain open until filled. Please contact us with any questions or for more information. To apply, please email a cover letter, current CV, informal and formal writing samples, and information for three individuals who may be contacted as references. Only fully complete application packages will be reviewed. All inquiries, nominations and applications should include the subject line “Communications Consultant” and be sent to: earlyedcorp@umd.edu.