



Center for Strategic and Budgetary Assessments

Manager of Strategic Initiatives and Engagement

Posting Date: August 12, 2024

Deadline

Applications will be accepted on a rolling basis.

To Apply

Please submit your resume and a brief statement of interest (no more than 300 words) in a single document to info@csbaonline.org. No writing sample is required.

Location

Washington, DC

Position Type

Full-Time

Compensation

\$85,000 – \$105,000

Eligible for healthcare, retirement, and commuter benefits.

Overview

CSBA seeks a manager of strategic initiatives and engagement who has direct and translatable experience in strategic communications; internal organizational affairs; digital outreach; website, publication, and event management; business development; and media relations to join its operations team. The ideal candidate will possess the skills necessary to grasp the breadth and depth of CSBA's research and effectively communicate it in various formats.

This position is ideal for someone interested in the business and external affairs side of defense and national security who wishes to increase the impact of research and analysis. This role will offer increasing opportunities for growth as CSBA's outreach, communications, and business development efforts evolve. This is not a research and analysis role and does not provide a pathway to that kind of position.

The manager will report to both the President and the Director of Studies and will collaborate closely with research and other operations staff. A significant portion of their time will be devoted to identifying and creating material for outreach purposes. This includes researching CSBA's work, collating and identifying themes, and crafting narratives around CSBA's outcomes, insights, influence, and impact.

Responsibilities

BOARD AND COUNCIL MANAGEMENT

- Work with the President and Director of Studies to align Board and Council activities with CSBA's strategic objectives.
- Serve as the primary point of contact for CSBA's Board of Directors and Council, ensuring timely communication and coordination of activities.
- Plan and execute Board and Council meetings, including scheduling, preparing agendas, distributing materials, and ensuring proper follow-up on action items.

- Maintain comprehensive records of Board activities, including minutes of meetings, decisions, follow-up actions, and documentation.
- Engage with Board and Council members, providing updates on CSBA activities, research outcomes, and opportunities for involvement.
- Support the implementation of best practices in Board management and operations.

SPECIAL PROGRAMS AND EVENTS

- Collaborate with research staff to conduct outreach for and execute special programs for U.S. government officials, journalists, and Congressional staffers.
- Design and manage public webinars and in-person events to support CSBA publications and other work.
- Design and manage annual stakeholder gatherings, including private dinners, receptions, and experiential learning opportunities.
- Develop and manage regular special briefing series for CSBA stakeholders.
- Coordinate event photography and manage follow-up tasks, including communication with event partners, updating the website, organizing files, and social media promotion.
- Evaluate event performance and gather feedback for continuous improvement.
- Maintain and update event guidelines and templates.

STAFF PROGRAMMING AND SUPPORT

- Collaborate with research staff to update project status records, ensuring staff awareness of current research and upcoming outreach opportunities.
- Manage junior staff hiring, including outreach, application collation, and communication with candidates, collaborating with CFO and Office Manager.
- Organize and facilitate internal CSBA research seminars, career talks, experiential learning opportunities, and other professional gatherings for staff.

- Collaborate with CFO and Office Manager to onboard staff, including facilitating meetings with research staff and ensuring a smooth transition into the CSBA team.
- Collaborate with leadership to update onboarding materials and employee policies.
- Coordinate portrait photography for new hires.

BUSINESS DEVELOPMENT

- Maintain a comprehensive database of business development activities, tracking progress and reviewing outcomes with leadership.
- Identify priorities and provide research for leadership engagements with sponsors and prospective sponsors.
- Conduct market research to identify trends and opportunities in the defense and national security sectors that can inform CSBA's business development strategies.
- Serve as the primary point of contact for a partial portfolio of CSBA sponsors; cultivate relationships and provide updates on CSBA's activities, research outcomes, and opportunities for further involvement.

PUBLICATION MANAGEMENT

- Coordinate with research staff to assemble publication covers and internal layouts.
- Coordinate with graphic design and printing vendor to produce publications.
- Review and approve publication proofs.
- Maintain schedule of publication process and status.
- Manage inventory of CSBA's hard copy publications.
- Coordinate hard copy publication mailing campaigns.
- Update and maintain style guide for both writing and formatting.
- Oversee the writing, publication, printing, and distribution of annual reports.

DIGITAL OUTREACH

- Create regular “Saved Rounds” newsletters, liaising with research staff for content.
- Create quarterly “Special Features” in collaboration with research staff.
- Design, draft, and execute digital outreach campaigns to promote publications, press releases, and events.
- Adjust campaigns and strategies based on performance data and emerging trends.
- Maintain a contact list of CSBA stakeholders and audiences; clean data quarterly.
- Develop and execute social media strategies to enhance CSBA’s online presence.
- Create, curate, and manage content on CSBA’s social media platforms; post social media content 3-5 times per week, ensuring consistency, variety, and engagement.
- Monitor Google Alerts daily for expert mentions.
- Monitor, record, and analyze digital outreach analytics monthly, providing actionable insights.

WEBSITE CONTENT MANAGEMENT

- Ensure website content is current and aligned with CSBA’s mission and goals.
- Collaborate with leadership and research staff to update website with studies, other publications, news, and press releases.
- Update CSBA staff news weekly and audit website content quarterly.
- Work with website vendor on programming updates, including the implementation of SEO best practices to increase visibility and accessibility.
- Record and analyze website analytics monthly, providing actionable insights.

MEDIA RELATIONS

- Update and maintain a comprehensive media contact list.

- Support research staff's relationships with media contacts and outlets relevant to CSBA's research.
- Monitor media requests and coordinate appearances for CSBA experts.

Required Qualifications

- Bachelor's degree and 4-7 years of relevant work experience.
- Excellent written and verbal communication skills.
- Strong organizational skills and painstaking attention to detail.
- Bias toward proactive communication.
- Proficiency in digital marketing principles and social media management.
- Proficiency in content management systems and email marketing tools.
- Experience in event planning and coordination.

Preferred Qualifications

- Master's degree in a field that allows the candidate to understand and speak to CSBA's research and analysis.
- Demonstrated interest and proficiency in defense and national security issues.
- An eye for graphic design.

If you are interested in applying, please email info@csbaonline.org with a cover letter and resume.
Please reference position title in the subject line.