

PROFESSIONAL OPPORTUNITY

PROJECT SPECIALIST

The State Education Resource Center (SERC) is seeking qualified candidates for a full-time *Project Specialist* position with a strong background in Graphic Design to visually tell and share SERC’s story. The Project Specialist will coordinate professional learning projects and events, provide creative graphic design support for communications and materials, and ensure smooth operations and effective team collaboration in support of the Communications, Media, and Publications Manager. This role is responsible for supporting end-to-end project delivery through cross-functional coordination, budget oversight, expense tracking, and resource management to ensure projects are completed efficiently and aligned with organizational goals. The position reports directly to the Director of Program Budgets and Services Administration.

At SERC, our mission is grounded in a deep and unwavering commitment to equity and social justice. We believe every student deserves access to educational opportunities that honor and reflect their unique identities, abilities, and experiences. No matter a student’s race, ethnicity, gender, socioeconomic status, or background, we are dedicated to providing programs and services that empower, uplift, and inspire them.

Through our resources, professional development offerings, and centralized library—core components of our legislative responsibility—we work to dismantle systemic barriers and foster environments built on compassion, accountability, and transformative change.

Our team members, in collaboration with the Connecticut State Department of Education (CSDE) and partners in school districts and community organizations, support educators, service providers, and families in strengthening their capacity to meet the diverse needs of all students.

If you are passionate about being part of a team that works to make education more equitable and inclusive—and you value collaboration, innovation, and purpose—we would love to have you join us.

General Summary

The Project Specialist at SERC plays a key role in delivering high-quality professional learning experiences by coordinating projects, programs, and events from planning through execution. This position provides essential logistical and clerical support, ensures smooth operations and strong organizational standards, and helps team initiatives function efficiently. The Project Specialist contributes creative graphic design expertise to develop engaging materials for communications, publications, and learning resources. Working closely with the Communications, Media, and Publications Manager, the Project Specialist develops engaging content for print, social, and digital channels that motivate and inspire our audiences.

Essential Job Functions

The Project Specialist provides logistical, administrative, and creative support to ensure the successful planning, coordination, and execution of professional learning projects, programs, and events. The role supports initiative teams, manages project workflows, and, in collaboration with the Communications, Media, and Publications Manager, contributes to visually compelling materials.

The Project Specialist works closely with internal and external partners, including the CSDE, to ensure accurate messaging, consistent branding, and professional presentation across all materials. The position requires adaptability, strong attention to detail, and the ability to work independently and collaboratively in a fast-paced, equity-focused environment.

Applicants must have the ability to perform the following essential job functions, with or without reasonable accommodation:

- Organize and coordinate professional learning projects, workshops, meetings, and conferences from planning through execution.
- Prepare, duplicate, and distribute program materials for events in collaboration with presenters and initiative teams.
- Attend on- and off-site events to oversee operations, troubleshooting issues, and ensure smooth execution.
- Monitor vendor invoices, resolve billing issues, and assist with budget tracking and reconciliation.
- Maintain accurate calendars and coordinate participant registration, presenter activities, travel arrangements, and event logistics.
- Manage and update data using platforms such as SERCWorks, Eventbrite, or Trumba, and maintain organized records of documents, contracts, and communications.
- Take meeting notes, summarize key discussions, and action items.
- Collaborate on the creation and production of marketing and communication materials, including flyers, reports, conference programs, and workshop resources.
- Apply graphic design skills using tools such as Adobe Creative Suite: InDesign, Photoshop, Illustrator, and/or Canva to produce visually engaging materials aligned with SERC branding and accessibility standards.
- Support the Communications, Media, and Publications Manager in broader marketing, outreach, and digital communications efforts.

Additional Responsibilities

The Project Specialist position encompasses a wide range of responsibilities. Duties include, but are not limited to, the following:

- Respond promptly to participant inquiries and provide guidance related to registration, event activities, and program logistics.
- Assist with budget reconciliation by tracking and following up on vendor invoices.

- Maintain and monitor detailed calendars for professional development activities.
- Ensure the accuracy and organization of project documentation and resource libraries.
- Collaborate on the design and production of materials for professional learning, including annual reports, data reports, conference programs, and digital content.
- Support photography and visual documentation for workshops, events, and conferences.
- Contribute to social media content and digital communications to enhance SERC's visibility and community engagement.
- Stay current with trends and best practices in professional learning, media, and graphic design to strengthen program delivery and public presence.

Knowledge, Skills, and Abilities

Knowledge of:

- Principles of project planning, coordination, and event management for professional learning programs.
- Best practices for administrative support, scheduling, and resource management.
- Graphic design principles, including layout, typography, visual branding, and desktop publishing.
- Communication strategies for diverse audiences in education and nonprofit settings.
- Digital tools for project management, data tracking, and content creation (e.g., SERCWorks, Eventbrite, Trumba, WordPress).
- Ethical, accessibility, and quality standards for communications and materials.

Skilled In:

- Coordinating professional learning projects, workshops, meetings, and conferences from planning through execution.
- Managing calendars, registrations, travel arrangements, and vendor communications.
- Producing and designing professional materials, including reports, flyers, conference programs, annual reports, and digital content.
- Demonstrating proficiency with desktop publishing tools (Adobe Creative Suite: InDesign, Photoshop, Illustrator, and/or Canva).
- Collaborating with internal and external partners to move projects from concept to completion.
- Creating marketing materials for events and general organizational marketing needs.
- Maintaining organized records, budgets, and documentation for multiple initiatives.
- Problem-solving and troubleshooting issues that arise during events or projects.

Ability to:

- Manage multiple projects, deadlines, and priorities independently and collaboratively.
- Translate project goals into actionable steps and high-quality deliverables.
- Apply creativity and attention to detail in project coordination and graphic design.
- Adapt to changing priorities and respond proactively to challenges.

- Communicate clearly and professionally across teams, partners, and audiences.
- Operate effectively in diverse and inclusive environments.

The ideal candidate is a highly organized, creative professional with experience in project coordination, event management, and graphic design. Proficiency in Adobe Creative Suite, Microsoft Office, database management, and digital communications is essential, along with strong written, verbal, and interpersonal skills. Candidates from diverse backgrounds and individuals with disabilities are strongly encouraged to apply.

Supervisory Responsibility

This position has no supervisory responsibilities.

Work Environment

After six months of employment, the Project Specialist may operate in a hybrid environment, including professional office and virtual settings, requiring smart business attire. The role routinely uses standard office equipment such as computers, audio visual equipment, copiers, and phones. Off-site responsibilities include schools, workshops, conferences, training sessions, and community events. Early mornings, evenings, and weekends may occasionally be required depending on travel and event schedules.

Physical Demands

The physical demands described here represent those required to perform the essential functions of this job successfully.

While performing the duties of this position, the employee must communicate effectively, remain mobile, use hands and fingers to operate equipment, manage objects, and reach with hands and arms. The role may involve standing for extended periods and occasionally lifting or carrying items. Access to reliable transportation or the ability to travel to off-site work locations is required.

Position Type/Expected Hours of Work

This is a full-time, exempt position. Occasional weekends or after-hours work may be necessary. After six months, a hybrid schedule with a minimum of three days in the office per week is available.

Education and Experience

Associate's degree or equivalent in communications, graphic design, education, or a related field (Bachelor's preferred), with 3+ years of experience in project coordination or office support. Proficiency in creating print and digital materials using Adobe Creative Suite, Canva, or comparable design tools is required, along with the ability to manage multiple projects and collaborate effectively. Experience in nonprofit, advocacy, government, or education-focused

settings is preferred. Equivalent combinations of education and experience may also be considered.

Salary

\$55,500.00 - \$75,500.00

**Salary is non-negotiable; all new hires will start at the beginning of the range.*

This position will remain open until filled. A thorough, updated resume, cover letter, and at least three professional references submitted with the application package are required for consideration. Apply online at www.ctserc.org (select **Employment** under the **about** tab). SERC reserves the right to substitute years of experience for certification or degrees. SERC may expand inquiries into materials submitted in support of an applicant's candidacy without further permission from the applicant.

Disclaimer

SERC reserves the right to accept equivalent years of experience in lieu of formal certifications or degrees. The organization may review or verify materials submitted in support of an applicant's candidacy without additional permission. SERC also reserves the right to modify compensation, benefits, minimum qualifications, desired skills, and job duties for this position at any time. Employment is contingent upon the successful completion of a background check.

SERC is an Affirmative Action/Equal Opportunity Employer and strongly encourages applications from individuals of all racial, cultural, and linguistic backgrounds, as well as from persons with disabilities.