

Position Description: Director of Communications, Marketing, and Community Engagement

Classification: Professional – Exempt

Direct Supervisor: Executive Director

Background and Purpose of Position

E3 Alliance, a nonprofit headquartered in Central Texas, seeks an experienced leader for our Communications, Marketing, and Community Engagement team. E3 Alliance uses data and collaboration to transform education systems so all students succeed. We are nationally recognized for our passion and success in transforming education to improve equity and student outcomes.

The Director of Communications, Marketing, and Community Engagement will be a passionate promoter of the work of E3 Alliance, constantly looking for opportunities to leverage our different types of capital: community and education partners, media and other exposure, the talent of volunteers and change agents, and staff and partners who can tell our stories and share our compelling data. This role is responsible for managing the communications, marketing, and traditional media and outreach of E3 Alliance in support of its mission, and ensuring successful execution of strategic community engagement with influencers required to make The Blueprint for Educational Change™ (our region's strategic plan to build the strongest educational pipeline in the country) a success.

The Director reports to the Executive Director and will work closely with peers on the leadership team and high-level community leaders and volunteers. The Director will have a small team reporting to him or her to assist in the execution of communications and events planning. This position requires visible and authentic commitment to diversity and inclusion, cultural intelligence, and effective collaboration. Verbal and written fluency in both English and Spanish is a strong preference.

E3 Alliance is an equal opportunities employer.

Our Core Values: **Collaboration | Data-driven | Equity | Learning | Relentless**

Ideal Candidate

We are looking for a highly collaborative individual who can bring a unique mix of attributes:

1. Passion for work that informs meaningful systemic change to public education in Texas to drive equitable outcomes and help all students succeed
2. Ability to lead the strategy and execution of our external communications, bringing to life our mission, values, and initiatives through storytelling and messaging that inspires action and commitment among multiple target audiences
3. Proven track record for building and growing relationships with varied partner groups including community-based organizations, business leaders, school district leaders, and the media
4. A clear and concise communicator, who can engage in conversation with a district superintendent or business CEO as easily as with a high school student
5. A spirited and curious leader who enjoys developing others, brings strong teamwork and organizational skills, thrives in a growing, dynamic, mission-driven organization

Primary Duties and Responsibilities

Communications

- Develop and execute an annual Strategic Communications and Marketing Plan including outreach and channel strategies for key constituent groups and audiences, defined goals and KPIs for assessing effectiveness
- Craft and manage external communications including compelling narratives and visuals based on our data and research findings to inspire our target audiences to commit and take action
- Partner with our Research and Analytics team to ensure the presentation of data, findings and recommendations are aligned with brand guidelines and messaging strategy
- Leverage relationships with media (local, regional, national), partners and community influencers as well as social media platforms to disseminate and amplify messaging
- Be a thought partner, provide guidance on preferred language and visuals, coach staff on talking points and develop messaging best suited to be engaging with target audiences
- Coordinate planning and execution of events
- Ensure all PR activities are integrated with and leveraged through marketing and community engagement efforts

Marketing and Brand

- Identify meaningful opportunities to increase E3 Alliance's presence and recognition in the Central Texas region and nationally, including through media relations and event promotion, and the use of social networking tools
- Craft messaging on our website and all external-facing platforms that elevates our work, highlights inclusivity in education, and builds brand awareness and credibility in the education sector
- Establish brand standards, guidelines and content strategy and ensure consistent application and cohesion across channels and collateral
- Create the strategy for community-wide messaging campaigns, and project manage those campaigns
- Cultivate and grow relationships with media outlets in the communities we serve and develop and present media strategies using research and knowledge of media trends and opportunities
- Build engagement with social media platforms and use analytics to monitor effectiveness
- Manage websites and other online assets; implement website and brand refresh

Community Engagement

- Develop and execute a strategic plan to deeply engage the community around education issues, grow cultural intelligence, inspire community change agents, and drive culture to support education
- Establish metrics and monitor progress toward strategic community engagement objectives
- Establish and grow relationships with business and community influencers to help drive engagement and, ultimately, the culture around education success
- Facilitate task force groups, lead meetings, and recruit volunteers to achieve objectives. Work with task force members to catalyze, incubate, and execute action strategies defined to support community engagement

Required Education / Skills / Experience

- Commitment to equity and diversity of people and cultures
- College degree in communications, marketing, journalism, or related field
- 10+ years of marketing, communications, public relations and/or campaign experience, preferably in education or nonprofit space
- Proven results in implementing marketing/communications strategic plans
- Demonstrated ability to engage with community leaders and influencers to help drive engagement and achieve results
- Excellent written and verbal communication skills, with experience flexing communication style to multiple cultural environments, using asset-based language and presenting to diverse audiences, specifically racially, ethnically, and socioeconomically diverse communities
- Demonstrated proficiency in transforming complex information, data and research findings into compelling and understandable narratives for specific audiences
- Experience managing multiple projects with multiple stakeholder groups simultaneously, while successfully meeting deadlines and key performance indicators
- Experience as a strong team member of a leadership team, and managing and coaching people and teams to achieve individual and organizational goals
- Familiarity with digital channels, strategies, and emerging media
- Ability and willingness to contribute at both strategic and tactical level
- Alignment with our Core Values and Best At's

Preferred Qualifications:

- Master's Degree or equivalent preferred
- 3-5 years' experience working with workforce and/or educational institutions from Central Texas
- Established relationships with educational institutions and community groups in Central Texas
- Lived experience with the public education system and educational inequities
- Proficiency with InDesign, Illustrator, and Adobe Photoshop

- Bilingual English/Spanish *strongly preferred*
- Work experience in a fast-paced, mission-driven work environment

Compensation and Benefits

E3 Alliance is supported by founding partner Austin Community College, and through this partnership E3 Alliance is able to offer generous vacation and sick leave, insurance, and other benefits.

- Salary based on experience and expertise, as well as comparable pay for similar positions at other nonprofit institutions
- Health care and dental insurance, TRS retirement benefits, disability insurance, extensive vacation and sick leave, and other generous ACC benefits
- E3 Alliance is unable to support candidates who require sponsorship to work in the United States
- This position is grant-funded but does not have a defined timeframe and is intended to be a full time, ongoing position