

The Holdsworth Center is a non-profit organization founded and largely funded by Charles Butt, Chairman and CEO of H-E-B. The mission of the Center is to strengthen public schools and improve student outcomes across the state of Texas by focusing on the importance of educational leadership at all levels. Holdsworth will work in partnership with public school districts over a sustained period of time to help tackle their toughest challenges around leadership development, pipeline planning and strategic talent management.

The Holdsworth team will be comprised of professionals with deep expertise in educational leadership, organizational talent management, adult learning and school district administration. The Manager of Institutional Advancement will:

- Manage staff and external agencies responsible for web development and public relations activities
- Assist VP with the creation of a marketing and messaging strategy designed to shape and change the conversation around the importance of educational leadership in Texas
- Develop the social media strategy for the Center and manage all digital conversations
- Create the internal communication strategy, channels and structures for the Center
- Serve as a liaison and actively cultivate relationships with key members of the media around the state and nationally
- Work with VP to develop alumni relations strategy and tactics to engage and support “graduates” of the Holdsworth leadership programs
- Assist in the creation of future growth strategies to include programmatic recommendations for the Holdsworth Center
- Identify potential partners to assist in the accomplishment of the Center’s goals and proactively build relationships with critical stakeholders and constituents
- Assist in the curation of content from key faculty members for publication and dissemination
- Develop scorecard/key metrics for engagement with the Center and set annual goals for growth
- Assist VP/President with the identification of potential future board members for consideration

Desirable candidates will have a range of prior experience and capabilities to include:

- Minimum of five years of experience as a communications professional
- Demonstrated leadership in a “start-up” environment
- Copywriting, web design and development
- Social media strategist
- Sales and/or development experience preferred
- Education related degree or experience preferred
- Project management
- Passion for coaching and developing others
- Strong interest in public education and educational leadership
- Superior written and verbal communication skills
- Ability to build and cultivate relationships at all levels
- Strategic thinker
- Excellent project management skills

Interested candidates should submit a current resume and a letter detailing their interest in the work of The Holdsworth Center to [info@holdsworthcenter.org](mailto:info@holdsworthcenter.org).

*The Holdsworth Center is committed to creating a diverse, equitable and inclusive environment. All employment decisions are based on job requirements and individual qualifications without regard to race, color, religion, gender identity and/or expression, sexual orientation, national origin, genetics, disability, age, or veteran status.*