

Position Description: E3 Alliance Director of Communications & Community Engagement
Classification: Full time Professional
Direct Supervisor: E3 Alliance Chief Operations Officer

A senior-level strategic communications professional with responsibility for marketing, outreach, communications, public relations, and effective community engagement for E3 Alliance and The Blueprint for Educational Change. This position requires a passionate, driven, creative person who enjoys working in an entrepreneurial nonprofit that is changing our community's future. We believe that ***this position offers more opportunity to change the world than practically any similar position in the state could.***

The Communications and Community Engagement Director will be a passionate promoter of the work of E3 Alliance and the Blueprint, constantly looking for leverage in different types of capital: community and education partners, media and other exposure, the talent of volunteers and change agents. The position reports to the E3 COO and will work closely with high level volunteer leaders, the E3 Alliance Executive Director, event manager and other staff responsible for funds development, research, systemic alignment, and revenue-generating services. Responsibilities include both managing the communications, marketing, and traditional media and outreach of E3 in support of its mission, and ensuring successful execution of strategic community engagement with families, students, businesses, and other community members required to make The Blueprint for Educational Change a success. The Director will have a part-time staff member reporting to him or her responsible for social media, web presence, and events logistics management.

The Blueprint for Educational Change, facilitated by the E3 Alliance, is Central Texas' strategic plan to build the strongest education pipeline in the country. The Blueprint rests on a foundation that we must create strong sense of community accountability that *Central Texas as a community prepares every student to succeed*. Essentially, we are trying to change the culture of our region such that organizations and individuals – not just principals and schools – have a shared sense of accountability and responsibility for the success of every student. This work has a strategic volunteer leadership team supporting it called the Student Success Strike Force (SSSF). The Director of Communications and Community Engagement facilitates and manages the SSSF in its role of engaging the broader community to support student success.

Primary Duties and Responsibilities:

Communications

- Develop and maintain a comprehensive Strategic Communications Plan for the organization, including communications goals and metrics; milestones and defined targets; track and regularly report to the COO on progress and effectiveness
- Develop outreach strategy and channels for key constituent groups, as well as specific messages to targeted audiences.
 - Lead broad outreach (businesses, families, students) through targeted, issue specific public campaigns e.g. Attendance (Missing School Matters messaging), School Readiness (Parent Guide, student enrollment efforts, videos), Math Matters (video, school and student/family messaging)
 - Develop and refine strategies, channels and focused messages for key constituent groups, e.g. business leaders, funders, policy makers and influencers, community leaders, etc.
- Work closely with research and collective impact staff to effectively represent the work of E3 Alliance and the Blueprint in the community
 - Attend relevant meetings and events with E3 staff that help inform issues, trends and work

- Interpret E3 initiatives and research/analytics for communications for various audiences, including “story telling”, presentations, infographics, print collateral, web content, and social media
- Identify opportunities to promote E3 and develop relationships with media and influencers who will promote E3
 - Maintain strong working relationship with regional media; develop and grow relationships with state and national media
- Manage external channels of communication
 - Responsible for effective and consistent content for collateral, graphic design, website updates, public reports, presentation materials, etc.
 - Develop schedule for website content refresh and update, creating content and providing editing support for other staff-created content
 - Oversee social media plan, ensure consistent implementation to drive results
 - Lead development, content design, editing and production of printed and electronic publications, including: reports, event materials, videos and organizational collateral including the Blueprint annual report
 - Manage and support public presentation opportunities of staff to targeted audiences to create credibility of E3 as a national leader in education systems change and provider of objective data
- Provide Communications Support for Events and Forums
 - Working with our events manager, develop and implement communication/marketing for E3 Alliance events and programs, including coordinating media coverage
 - Oversee staff in coordinating venues, logistics, attendance, collateral, and support of events including the annual Blueprint Summit
 - Oversee media outreach and external collateral (e.g. press releases, social media postings, coordination of external guests) for other regular external events (~6-8 per year)
 - Manage invitations to events, electronic mailings and other online communications to participants; and develop systems to enable reporting on metrics
- Support and assist staff in external presentations and communications
 - Manage presentation templates, themes, brands, logos and trademarks and assist staff with editing and proofing collateral, communications and presentations ensuring a high standard and consistency across all media
 - Coach and prepare staff for interviews, public appearances, testifying at hearings and presenting at conferences
 - Provide content and editing support for fundraising collateral and materials
 - Be primary point of contact for media inquiries and maintain online media kit; establish crisis communications plan and train staff
- Other duties as assigned

Community Engagement

- Oversee community dialogues processes to deeply engage the community around key education issues and build community change agents
- Facilitate SSSF in regular planning meetings; organizing meetings and volunteers to achieve objectives. Work with SSSF members to catalyze, incubate and execute (often in partnership with others) the action strategies defined to support community engagement

- Launch and monitor any temporary taskforces engaged by the SSSF
- Work with the Research leader and others to define and track community engagement metrics and provide annual updates including collecting data from external stakeholder surveys
- Serve as primary liaison to national clinic partners, media, community, and marketing for school district communications in CTX around the Regional Flu Immunization Campaign
- Regularly engage with Public Information Officers at partner school districts (through CASPRA as well as other venues and 1:1) as well as communications directors at IHE and CBO partners in order to coordinate communications and outreach activities, press conferences, shared media, crisis response, etc.

Skills/Qualifications:

- College degree in marketing, journalism, communications, business or related field
- 5-10 years of marketing, communications, public relations and/or campaign experience, preferably in education or nonprofit space
- Self-starter with strong leadership and project management skills
- Excellent written and oral communication and presentation skills
- Proven experience facilitating diverse stakeholder groups to achieve results
- Demonstrated proficiency in transforming complex information into compelling and understandable narratives appropriate to a range of stakeholders from senior executives to families
- Ability to translate top level marketing messages into specific activities that effectively reach and motivate key constituents
- Ability and willingness to contribute at both strategic and tactical levels
- Commitment to quality internal and external customer service
- Alignment with our Core Values and Best At's

Preferred Qualifications:

- Master's Degree or equivalent preferred
- Prefer minimum 3- 5 years' experience working with workforce and/or educational institutions from the public, private or non-profit sectors in Central Texas
- Bilingual English/Spanish *strongly preferred*
- Preference will be given for Teach For America graduates
- Work experience in a fast-paced, mission-driven work environment

Performance Expectations and Review

Performance reviews will be conducted annually. Areas of evaluation may include but will not be limited to:

- Success in carrying out duties as required by above job description
- Willingness to work as a strong team member
- Alignment with E3 Alliance Core Values and "Best At's"
- Ability to take guidance and supervision
- Compliance with E3 Alliance Policies and Procedures

To Apply

Qualified applicants should email cover letter, resume, and references to egarrett@e3alliance.org.