

# Position Announcement: Director, Communications and Marketing



[Colorado Education Initiative](#) (CEI) is seeking a **Director of Communications and Marketing** to join CEI's team in our efforts to leverage strategic communications and narrative building to accelerate progress toward our [organizational goals](#). The Director will lead execution of communication projects and support the expansion of strategic communications offerings to district and other stakeholders. CEI is a lead partner on several statewide and district-level initiatives focused on:

- Cultivating positive perceptions about public education;
- Promoting demand and support for promising practices and policies; and
- Increasing awareness and understanding of opportunities to accelerate innovation, improvement, and equity in Colorado's K12 systems.

The ideal candidate for this role is skilled at developing and executing strategic messaging and marketing campaigns, building awareness among targeted stakeholder groups, and executing communications activities to promote community engagement and partnership. We are seeking a candidate who is skilled at high-quality project design and project management. This candidate must be competent at building and leveraging relationships to implement communications strategies toward a shared vision.

In addition to the qualifications described throughout this job description, the candidate is excited to join a team grounded in the CEI mindsets: dream big, act small, and pivot quickly; constant learning and adaptation; flexible, nimble, and purposeful; partnership and service orientation. They are passionate about public education and making a difference, comfortable "managing up" to and across a team of senior leaders, and work well in a deadline-driven team environment. This is a new position that reports to the Vice President of Strategy.

## About Colorado Education Initiative

CEI is at the forefront of improvement, innovation, and change in Colorado's public education system. CEI is a statewide nonprofit organization that invests time, expertise, and dollars in K-12 public education. For 15 years, CEI has worked with educators as an inspired and supportive partner on the ground in over 150 urban, suburban, and rural school districts.

CEI works as an implementation expert, innovation thought leader, and statewide convener in public education. Our mission is to accelerate improvement and innovation in Colorado schools. Our vision is a future in which every student in Colorado is prepared and unafraid to succeed in school, work, and life, and ready to take on the challenges of today, tomorrow, and beyond. We currently partner deeply in nearly 70 Colorado school districts and have limited work in other states in the region. In addition to our field implementation work, we engage in important policy and innovation agendas in Colorado. Our success is driven by a passionate team of diverse individuals who truly enjoy working together.

CEI's goals reflect our commitments to relevant and equitable student outcomes, learning environments that foster them, and systems change to make this possible. Strategic communications and marketing are critical to help stakeholders see what's possible and catalyze learning between local innovation and state-level systems.

Of note, we are committed to prioritizing diversity, equity, and inclusion in the work we support across Colorado. We seek to identify and embed equity-seeking practices in our culture and talent systems and have made a focused set of investments in the related professional development of our team. We believe our work demands this because of the historic and current experiences in the school systems in which we operate and because we believe the outcomes we seek for students require the prioritization of equity. In all roles, we welcome candidates who are eager to participate in and contribute to this work and whose lived experiences deepen our perspectives on the education system.

## Responsibilities

## **Specialist in Marketing and Communications**

- Build and maintain expertise in current and emerging best practices for messaging and narrative change aligned to CEI's core areas of work
- Develop, implement, and support strategic communications and marketing efforts critical to CEI and our partners
- Provide creative services to CEI projects and district partners, including the creation of detailed communication plans, generating messaging and content for multiple audiences and platforms, and training/guiding district partners in the use of websites, communications vehicles, and overall best practices in communications and marketing
- Ensure coherent messaging across CEI's teams, work products, and platforms
- Develop and execute an earned media strategy with local, state, and national press outreach to promote positive narrative/narrative change among key influencers and decision makers; support relationships to ensure CEI is a thought leader and advocate voice in topics relevant to our work
- Learn new approaches and processes and apply them within and outside of personal areas of expertise to advance the work of CEI and our partners

## **Project Leadership and Execution**

- Partner with the Vice President of Strategy to manage organizational team structures, systems, operations, and deliverables
- Lead project design and management on communications projects and deliverables
- Support a culture of positivity and customer service internally and externally
- Act as a primary liaison for internal/external communications and marketing projects; maintain strong channels of communication between the communications team and district partners
- Manage project budgets, staff, vendors, deliverables, and reporting, adhering to internal and external deadlines
- Implement and track metrics relevant for understanding impact of communications, marketing, and narrative change efforts; assess the quality and effectiveness of communications and marketing efforts toward intended goals

## **Content Creation and Dissemination**

- Partner with internal and external teams to develop program collateral and training materials to build understanding and access to promising practices and other insight emerging from key project work
- Build and leverage relationships with district and other education leaders to design and implement communications and partnership strategies toward a shared vision
- Collaborate with local and national partners to curate and maintain public-facing platforms for resource sharing, reporting, and storytelling of identified initiatives
- Support the development of organizational collateral to communicate thought leadership, impact reports, position pieces, tools/frameworks, presentations, etc.

## **Qualifications**

A successful candidate will have a proven track record in marketing, public relations, or a related field with at least five years of experience, preferably in communications roles at education or policy organizations. They will have understanding of the K12 education context, with skill and experience developing strategic messaging aligned to stakeholder voices and values. They will have superb communication skills, including the ability to engage multiple constituencies and tailor communications to diverse audiences including family and community members, policymakers, and other education stakeholders. They will have experience managing complex projects, including multiple deliverables, clients, and partners; developing strategic messaging and setting metrics for measuring success; and creating innovative work, storytelling, and fresh ideas to advance goals. They will demonstrate passion for and

competence in managing people and teams, working across organizations to build relationships, developing collaborative work products, and ultimately being responsible for the outcomes. They will have a record of working relentlessly and with humility to serve partners and teams they are accountable to. The person in this role must be available and willing to travel as needed, approximately 15% of working days.

## Competencies

This position requires strong project leadership and management skills; outstanding verbal and written communication, message development, and copyediting skills; high standards for quality and customer service; strong organization, multi-tasking, and attention to detail; interpersonal communication, collaboration, and relationship building skills; team-building and coaching skills; ability to anticipate and take initiative to predict and solve problems; and familiarity with graphic design, brand management, WordPress, social media platforms, email marketing, and Adobe Creative Suite. Proficiency in Spanish is an additional advantage.

## Compensation

- Full-time position
- Annual salary commensurate with experience in a range of \$80,000-\$105,000
- Highly competitive benefits package
- Hybrid work environment including some flexible scheduling and work-from-home options
- Role is based in Denver, but if you live elsewhere in Colorado, we'd love to talk with you

## To Apply

Please send a resume and cover letter to [jobs@coloradoedinitiative.org](mailto:jobs@coloradoedinitiative.org). Applicants should indicate the position in the subject line of the email. The first round of applications will be reviewed on December 1 and the position will be filled as soon as a qualified candidate is identified. No phone calls, please.

*CEI is an equal opportunity employer that values diversity in the workplace. CEI strives to be an inclusive organization, and as such takes affirmative action to ensure that discrimination does not occur against an employee or applicant on the basis of race, creed, color, age, sex, national origin, marital status, sexual identity, sexual orientation, religious or political affiliation, disability or any other classification considered discriminatory under applicable law.*