



An Achievable Dream Job Description

JOB TITLE: VICE PRESIDENT OF MARKETING AND COMMUNICATIONS

REPORTS TO: CHIEF STRATEGY OFFICER

DATE: AUGUST 2024

JOB DESCRIPTION SUMMARY: (PURPOSE AND SCOPE)

The Vice President of Marketing and Communications is a creative, data-driven, and results-oriented leader who oversees the management, implementation, and growth of AAD's marketing, public relations, and communication department. Reporting to the Chief Strategy Officer, the Vice President of Marketing and Communications will communicate and promote the activities and successes of AAD and ensure all marketing, website, and public relations messages and collateral consistently articulate An Achievable Dream's (AAD) mission.

EXPECTATION FOR ALL EMPLOYEES:

Staff supports the organization's mission, vision, and values by exhibiting the following behaviors: excellence and competence, collaboration, innovation, respect personalization, commitment to our community, and accountability and ownership.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

Marketing, Communications and Brand

- Under the direction of the Chief Strategy Officer, develop, implement, and evaluate AAD's annual marketing and communications strategy.
- Serve as the primary writer for the organization, producing high-quality written content across various channels, including website copy, emails, magazine, marketing materials, and donor and board communication.
- Create benchmarks and develop quarterly reports to assess marketing data, goals, and progress.
- Maintain brand guidelines to uphold the organization's brand integrity and ensure consistency across all communication channels, materials, and buildings.
- Manage the day-to-day operations of the marketing department, overseeing the development and implementation of internal and external marketing, print and digital content, website, email marketing, newsletters, signage, and advertising.
- Oversee all major printed marketing projects, including the biannual magazine, annual reports, books, etc., including developing the scope and timeline, providing updates and proofs to the Chief Strategy Officer and CEO, and collaborating with the Director of Marketing and Communications on vision, design, and content.
- Oversee school signage needs and provide Chief Strategy Officer updates and recommendations.

Public Relations

- Under the guidance of the Chief Strategy Officer, manage media contacts and strategically generate local, regional, and national publicity about An Achievable Dream, its activities, and growth.
- In collaboration with the Chief Strategy Officer, draft and distribute press releases and develop talking points for AAD staff being interviewed for media opportunities.
- Assist the Chief Strategy Officer with crisis communication strategy and implementation.
- Track press and media mentions and articles and keep the press and media contact list updated.

Development and Donor Engagement

- Collaborate with development team on donor proposals and publicity plans for corporate sponsors.
- Oversee the creation of event design concepts, sponsorship packages, digital marketing, printed materials, and signage.
- In conjunction with the VP of Advancement, manage communication with class sponsors and space sponsors.

Support Other Organizational Activities

- Support activities at all An Achievable Dream schools, the corporate office, Urban Learning Leadership Center, and board meetings.

Qualifications:

- 5-8 years of progressive experience in marketing, communications, or public relations roles, with increasing levels of responsibility and experience leading and managing a team.
- Highly collaborative style; experience developing and implementing successful communications strategies.
- Excellent written and verbal communication skills, with the ability to craft compelling messages for diverse audiences.
- Strong storytelling and content creation abilities, including writing, editing, and proofreading.
- Proven ability to manage multiple priorities and deliver against deadlines while maintaining the flexibility necessary to adapt, respond, and meet the organization's needs.
- Self-starter, able to work independently; enjoys creating and implementing new initiatives.
- Relationship builder and team player, understanding the complexities and flexibility that exist in an organization of AAD's size and mission.
- Demonstrates meticulous attention to detail in all aspects of marketing and communications initiatives, including content creation, branding, campaign execution, and project management.
- Solutions-focused mindset and a willingness to do "whatever it takes" to achieve goals.
- High energy and maturity with the ability to serve as a "message unifier" and to position communications discussions at both the strategic and tactical levels.
- Demonstrated experience in managing media relations and securing press coverage.

Education:

- Position requires a bachelor's degree in communications, marketing, English or related field.

GENERAL INFORMATION:

- The above statements are intended to describe the general nature and level of work being performed by individuals assigned to this position. They are not intended to be an exhaustive list of all duties, responsibilities, and skills required of personnel so classified.

LICENSES/CERTIFICATIONS:

- None required

TECHNICAL SKILLS:

- Required computer skills are required in the following programs: Microsoft Word, Excel, PowerPoint, Canva, Outlook, Google Suite, social networking websites, and the ability to navigate the Internet. Basic graphic design and photo/video editing skills.
- Familiarity with WordPress web platform, Adobe Suite, MailChimp, and Google Analytics is strongly preferred.

WORKING CONDITIONS:

- Work is normally performed in a typical interior/office work environment.
- Work requires occasional nights and weekends.

PHYSICAL EFFORT:

- Limited physical effort required.

ENVIRONMENTAL CONDITIONS:

- Very limited exposure to physical risk.