

MARKETING & COMMUNICATIONS MANAGER POSITION ANNOUNCEMENT

JOB DESCRIPTION

STATUS: Full time

SUPERVISOR: VP, Strategy & Finance

DIRECT REPORTS: 0

LOCATION: Remote

TRAVEL REQUIREMENTS: Periodic statewide travel (~2-3 x per month)

The Georgia Leadership Institute for School Improvement's (GLISI) secret sauce is our people. We are a team of individuals whose unique perspectives, diverse experiences, and vast expertise make us a go-to partner for school districts' leadership development needs. As our suite of services evolves, so does the need to communicate more effectively about the work we do and the results that flow from it.

This is where you come in!

We are seeking an expert “story catcher” and “storyteller” with the skills to bring our story of impact to life through the design and curation of compelling content – content that resonates with a range of stakeholders, including education leaders, current funders, prospective funders, partner organizations, and education champions in Georgia and beyond. The ideal candidate will be a creative and flexible team player who takes the lead in identifying marketing needs and opportunities; develops a strategic approach to brand-building and audience engagement; creates and curates inspiring content; and reviews all external-facing marketing and communications for brand fidelity, effective messaging, and attractive design.

Interested? Here's what we're looking for:

- You are well-organized, paying close attention to detail
- You are able to manage multiple projects independently and in collaboration with others
- You are adept at building trust and rapport within remote and in-person environments
- You are curious about GLISI's work, bringing an investigative lens to seeking to understand our impact
- You are an exceptional writer

Don't worry if this doesn't sound exactly like you. Keep reading to learn more about this opportunity.

KEY RESPONSIBILITIES

Sourcing Compelling Content

- Monitor and analyze the education landscape in Georgia and develop a responsive and timely brand presence, including social media, website, and email campaigns
- Capture evidence of our impact through direct connections with those we serve, including recorded interviews, email inquiries, and management of digital photography before, during, and after GLISI services
- Collaborate effectively and cross-functionally to deeply understand why we do what we do; how we approach our work; and how our work affects improvements in teaching, leading, and learning

Elevating GLISI's Brand Presence

- Develop and maintain compelling video, web, and text-based content that reflects GLISI's brand and delivers relevant, brand-building, and revenue-generating content to targeted audiences
- Serve as a brand ambassador across the organization, supporting GLISI staff in managing and delivering branded marketing and communication materials
- Ensure alignment between brand strategy and GLISI's mission, vision, and equity commitments

Managing GLISI's Marketing Strategy & Continuous Improvement Efforts

- Support the development and launch of strategic marketing campaigns that generate leads for GLISI's burgeoning suite of services, including our flagship training program, *Base Camp and Leadership Summit*, our suite of custom consulting services, and emergent initiatives aligned with our strategic plan
- Act as GLISI's primary point of contact to outside vendors to ensure that project/department milestones and goals are met
- In partnership with the VP of Strategy & Finance, develop, monitor, and assess goals for audience reach and engagement, leveraging analytic tools to inform continuous improvement efforts

ESSENTIAL QUALIFICATIONS, EXPERIENCE & ATTRIBUTES

- Minimum of 5 years' experience in a marketing and/or communications role, with nonprofit or education experience a plus
- Experience developing and managing website, social, and crowdsourcing platforms
- Graphic design skills
- Proficiency in making meaning of website and social analytics to inform continuous improvement efforts
- Exceptional [technical] writing ability, with the facility to define multiple, distinct key audiences and develop strategic messaging
- Skilled at uncovering compelling stories of impact through direct engagement with program evaluation data and interfacing with those we serve
- Excellent project planning skills, with the ability to self-direct, anticipate roadblocks, meet deadlines, and prioritize among competing goals, while maintaining attention to details, budget, and deadlines
- A track record of maintaining a consistent brand and voice across multiple teams and workflows
- Ability to be strategic and flexible as new challenges arise
- High degree of proficiency in Adobe Cloud Suite, Microsoft Suite, Constant Contact, and Google Workspace
- Ability to work individually and collaboratively with GLISI staff and vendors in a distributed work environment
- Professional maturity when interfacing with external audiences
- Propensity toward bringing fresh ideas and workshopping them with others
- Design aesthetic that aligns with GLISI's style and branding guidelines

DESIRABLE ATTRIBUTES

- Passionate about and deeply committed to building excellent and equitable schools through powerful and transformative school leadership
- Actively seeks new ways to grow and be challenged
- “How might we?” attitude, with a commitment to continuously getting better at getting better
- A commitment to delivering high-quality work
- Ability to work autonomously and collaboratively in a small, fast-paced, multi-tasking, telecommute environment
- Georgia resident or deep familiarity with Georgia context

BENEFITS

- Competitive salary commensurate with experience
- 401(k) plan with company matching
- Medical, dental, and vision insurance
- Life insurance
- Short-term disability insurance
- Long-term disability insurance
- PTO & paid holidays
- Flexible work hours
- Growth potential within the role
- [Cool colleagues](#) who balance focus with fun

APPLICATION INFORMATION

If you are ready to join a hardworking nonprofit organization dedicated to bringing about more equitable outcomes for all students, please send a cover letter and resume careers@glisi.org (include ‘Marketing & Communications Manager’ in the subject line) by **5:00 PM on April 20, 2022**.