



STRATEGIC COMMUNICATIONS DIRECTOR

Reports to: President & CEO
FLSA Classification: Exempt
Employment Status: Full-time (40 hours per week)
Salary Range: \$50,000 to \$55,000
Date: August 2021

POSITION

Public Education Partners (PEP) seeks a dynamic and engaging Strategic Communications Director to design and lead a multi-faceted engagement strategy to build awareness of the organization, its programs, and its value as a leading partner in improving student achievement and public education in Greenville County. The Director will report to the President & CEO and drive public-facing efforts to deepen connections between schools, the community, and PEP, while also strengthening the organization's capacity and impact as a critical systems-level change agent. The Director will lead the development and execution of PEP communications, marketing, and public relations strategies, and assume primary responsibility for special events management for the organization's two primary engagement events. This individual will work closely with PEP staff to build and amplify a powerful organizational voice; to that end, the ability to passionately communicate the value of PEP's mission and impact is paramount, and a commitment to values of diversity, equity, and inclusion is essential.

The Strategic Communications Director will celebrate and elevate Public Education Partners' strategic focus areas:

Elevating Teachers: Creating the conditions to position Greenville as an ideal destination for teachers

Empowering Advocates: Building a space for education champions to learn, engage, and lift their voices in support of public education

Engaging Communities: Connecting people and ideas together to improve educational outcomes and inform cross-sector issues, conversations, and action

RESPONSIBILITIES

- Lead the development and implementation of a comprehensive communications, marketing, and public relations plan in collaboration with fellow Leadership Team members
- Build strong relationships with local media outlets to elevate PEP's value as a resource and expert in the field of K-12 education
- Manage regular website content additions, updates, and strategic development in collaboration with PEP's website vendor

- Develop, manage, and regularly update print and media communications including mass emails, donor communications/event materials, newsletters, videos, blogs, op-eds, newspaper articles, infographics, press releases, and press conferences, working with graphic designers or other communications-related vendors as needed
- Develop and facilitate social media (Facebook, Instagram, Twitter) strategy and schedule in partnership with other Leadership Team members
- Foster ongoing collaboration with Greenville County Schools communications and programmatic staff as needed to support communications functions
- Provide event design and other creative support in partnership with Director of Development for PEP's community engagement events *An Extracurricular Evening* and the *Partner of the Year* annual luncheon
- Perform other work-related duties as assigned

QUALIFICATIONS

The Strategic Communications Director should be thoroughly committed to PEP's mission, vision, and strategic direction; passionate about the value of strong public schools; and willing to advocate in support of PEP's mission while working with a diverse network of internal and external partners to unify and amplify PEP's voice and impact in the community. The ideal candidate will demonstrate a strong capacity to listen, synthesize, and communicate ideas from team members, capturing and replicating both institutional and individual voices. We also seek a compassionate team member who will engage in learning around diversity, equity, and inclusion, and demonstrates an understanding of and/or curiosity about how these issues impact public education and other public sector issues.

Key experience or skills include:

- Minimum of three years in the communications/marketing/public relations field
- Bachelor's Degree
- Strong storytelling ability with excellent writing and editing skills and demonstrated capacity to communicate complex ideas and policies for varied audiences
- Confidence in public speaking and engaging audiences at community events and other forward-fsettings
- Familiarity with commonly used technology tools and platforms that support communications activities (WordPress, Adobe Creative Cloud, Constant Contact, etc.)
- Graphic design experience preferred
- Track record of developing social media engagement calendar and content
- Photography/videography, editing ability preferred
- Detail-oriented self-starter with ability to manage multiple projects in a timely manner with confidence and precision
- Comfort with fast-paced, highly collaborative working environment

Language Skills: Ability to write a broad range of materials for varied audiences as part of strategic communications, as well as institutional reports, business correspondence, and procedure manuals. Ability to effectively present information and articulate response to questions from groups of teachers, administrators, Board members, parents, students, donors, and the public. Proficient in English usage, grammar, spelling, vocabulary, and punctuation.

Mathematical Skills: Ability to apply the concepts of basic math.

Reasoning Ability: Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists. Ability to interpret a variety of instructions furnished in written, oral, diagram, or schedule format. Ability to assimilate requests into a deliverable product.

Work Environment and Physical Demands: This position typically works in an office environment. To perform the essential functions of the job the employee must be able to see, hear, and speak with people with or without accommodations. Also able to sit for long periods at a time working on a computer, handling lengthy phone conversations, and able to lift up to 35 lbs.

To apply, please send a cover letter and resume to employment@pepgc.org by September 10, 2021, with Subject Line: PEP Communications Director Search.