



## Job Description Marketing and Communications Director

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**Reports to: President and CEO**

**FLSA Classification: Exempt**

**Employment Status: Full-time, benefits eligible (30 hours per week)**

**Salary Range: \$40,000-45,000**

**Posting Date: October 2023**

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**POSITION:** Public Education Partners (PEP) seeks a dynamic and engaging Marketing and Communications Director to drive a multi-faceted engagement strategy that builds 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 lead public-facing efforts to deepen connections between schools, the community, and PEP. The Director will facilitate the development and execution of PEP communications, marketing, and public relations strategies, and provide critical support for the organization's two primary special events. This individual will work closely with PEP staff to build and amplify a unified organizational voice; to that end, the ability to passionately communicate the value of PEP's mission and impact is paramount, along with a commitment to diversity, equity, and inclusion.

*The Marketing and Communications Director will further 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*

This salaried position qualifies for benefits but has been intentionally designed at 30 hours/week to allow for greater flexibility within the framework of PEP's hybrid in-office/work-from-home schedule.

### **RESPONSIBILITIES:**

- Lead the development and implementation of a comprehensive communications, marketing, and public relations plan in collaboration with fellow team members
- Develop, manage, and regularly update graphic, print, and media communications including mass emails, donor communications/event materials, newsletters, videos, blogs, op-eds, newspaper articles, infographics, advertisements, press releases, etc.
- Develop and implement social media (Facebook, Instagram, Twitter) strategy and schedule
- Coordinate the design of program materials and promotions
- Manage regular website content additions, updates, and strategic development in collaboration with PEP's website management partner
- Build strong relationships with local, regional, and national media outlets to elevate PEP's value as a resource and expert in the field of K-12 education
- Collaborate on event design and other creative support with Director of Development for PEP's community engagement events *An Extracurricular Evening* and the *Partner of the Year* annual luncheon
- Work with critical partners (including Greenville County Schools), vendors, and outside contractors as needed to support communications functions

- Perform other work-related duties as needed

### **QUALIFICATIONS:**

The Marketing and Communications Director should be thoroughly committed to PEP's mission, vision, and strategic direction, and demonstrate a working knowledge of (or eagerness to learn about) K-12 public education issues, policies, and research. Competitive candidates will be 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 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.

We are looking for the following experience and skills:

- Minimum of three years relevant experience in the communications/marketing/public relations field
- Strong storytelling ability with excellent writing and editing skills and a demonstrated capacity to communicate complex ideas for a variety of audiences
- Track record of developing social media engagement calendar and content
- Facility with the Microsoft Office Suite, Google Suite, and commonly used tools and platforms that support communications and graphic design (WordPress, Canva, Adobe Creative Cloud, Constant Contact, etc.)
- Photography/videography editing ability preferred
- Detail-oriented self-starter with ability to manage multiple projects in a timely manner with confidence and precision in a 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, Physical Demands, and Other Factors:** Public Education Partners currently has a uniform hybrid in-office/work-from-home schedule for all team members (3 days/week in office, 2 days/week work-from-home). Occasional events outside of regular business hours should be expected, with advance notice.

In light of our direct engagement with students, teachers, and the general public, Public Education Partners employees are encouraged to have received all immunizations and boosters as recommended by the CDC. We also follow recommended masking protocols within our offices, at management discretion.

To perform the essential functions of the job, the employee must be able to see and hear, speak with people with or without accommodations. This position involves extended time working on a computer, handling lengthy phone conversations, and ability to lift at least 35 lbs.

*To apply, please send a cover letter and resume to [employment@pepgc.org](mailto:employment@pepgc.org) with Subject Line: PEP Marketing and Communications Director Search.*