



## Communications Director

### POSITION OVERVIEW:

As a backbone organization in the field of early childhood system building, our start-up non-profit has achieved prominence as a thought leader, not only within North Carolina but also on a national scale. The Communications Director leads our communication efforts and plays a pivotal role in shaping our organization's narrative.

In this key position, the Communications Director is a strategic leader responsible for developing and implementing comprehensive communication strategies that effectively resonate with diverse audiences. With a focus on crafting compelling messaging, the Communications Director drives our mission forward and fosters meaningful engagement with stakeholders, including families served by the initiative, board members, funders, public officials, and organizational partners.

Working in a fast-paced and rapidly evolving environment, the Communications Director will report to and collaborate closely with the Chief Strategy Officer. Together, they form a powerful team to drive our communication initiatives, both internally and externally.

### RESPONSIBILITIES:

#### 1. Strategy & Management

- Lead the development and implementation of comprehensive communication and marketing plans, meticulously aligning them with approved organizational goals and branding.
- Collaborate closely with program staff to design and execute effective communication strategies, ensuring cultural competence and reach diverse audiences.
- Establish rigorous evaluation systems to measure the true impact of communication efforts, routinely reporting progress to the CEO, Board of Directors, and external stakeholders.
- Strategically acquire and deploy essential tools and resources to fortify the successful implementation of communication strategies, adeptly managing vendor relationships.

## **2. Brand Management**

- Develop, implement, and evaluate an annual communications and marketing plan that invigorates our website, social media, print and digital content, and email marketing.
- Infuse our brand identity, messaging, and communication strategies throughout all organizational endeavors, intricately weaving them into our programming, development, and network support.
- Spearhead the creation and execution of captivating marketing campaigns designed to elevate our programs, special events, and donor cultivation.

## **3. Content Strategy & Implementation**

- Oversee the development, design, distribution, and meticulous maintenance of high-quality print and electronic collateral, including impactful annual reports, brochures, presentations, newsletters, and reports.
- Lead the charge on designing and executing a powerful strategy for Ready Ready's website, social media, and email channels, driving measurable and transformative action.

## **4. Press & Public Relations**

- Keep a vigilant eye on trends, current events, and influential figures to seize opportunities for Ready Ready's active participation in the national conversation on early childhood development and systems change.
- Champion our press outreach strategy, expertly crafting influential messaging in press releases, press kits, and materials, while adeptly preparing staff and board leadership for interviews and media requests. Nourish and strengthen partnerships with the media.

## **REQUIRED QUALIFICATIONS:**

- A Bachelor's degree is required, and an advanced degree in communications, marketing, business administration, management, advertising, or journalism is preferred.
- Proven experience of five to eight years in leading communications, marketing, social media, and public relations in high-growth organizations.
- Computer literacy in Microsoft Office, an exceptional understanding of WordPress, and mastery of Adobe Creative Suite.

### **The Ideal Candidate Will Have:**

- A successful track record in developing and executing marketing campaigns, communications, and public relations activities, with a focus on promoting initiatives related to human services and public policy.
- Experience overseeing the design and production of online and print collateral, along with a demonstrated ability to implement transformative digital marketing strategies.
- A proven ability to devise proactive media relations campaigns and effectively communicate with diverse audiences.
- Excellent communication skills, seamlessly weaving together impactful oral, writing, and editing abilities.
- Strong organizational and people skills, with a proven history of successful collaboration in multi-disciplinary, diverse, and dynamic teams.
- A steadfast commitment to shared leadership and cross-functional collaboration.

### **Key Attributes:**

- A deep-rooted passion for the organization's mission, children, and families.
- A flexible and self-starting nature, with a proven ability to manage multiple projects without compromising quality.
- A blend of creativity, strategic acumen, and analytical prowess.
- The adaptability to thrive in a fast-paced and ever-evolving organization.
- A contagious enthusiasm, keeping the mission and vision at the forefront amidst the design and implementation of multiple projects.
- An innate ability to genuinely connect with people from diverse backgrounds and experiences.

### **COMPENSATION:**

- Competitive annual wage based on experience.
- Comprehensive health and dental insurance coverage.
- The position offers paid time off and holiday benefits, as well as retirement contributions following organizational policies.

At Ready for School, Ready for Life, we highly value professional development and provide opportunities for our staff to enhance and expand their individual skill sets.

**Priority Application Deadline: Monday, November 20, 2023**