



POSITION TITLE:	Director of Marketing & Communications
REPORTS TO:	Chief Executive Officer
LOCATION:	Hybrid

Position Summary

The Director of Marketing & Communications will lead efforts to build the organization's brand and image as the trusted voice of public education locally and throughout the state. They will be responsible for the ongoing management of the development, production, distribution, and inventory of a wide array of high-quality communication products and for overseeing all organizational communications efforts. They will work closely with the Foundation team and stakeholders to advance organizational goals and strategy; ensure the alignment of our efforts; engage in collaborative learning, planning, and action; measure impact and make continuous improvements.

Duties & Responsibilities

- Annually develop, implement, and evaluate strategic, innovative, and cost-effective communications plans for Broward Education Foundation and its initiatives.
 - Increase stakeholder awareness, knowledge and understanding of BEF and our priorities.
 - Create a strategy and implement it with intentional outreach to specific/appropriate stakeholders.
 - Create, update, & maintain coordinated editorial, production, and social content calendars that maximize BEF's engagement with stakeholders.
- Lead on creating various types of content to ensure high-quality development, design, production, and distribution of a wide array of communications deliverables (e.g., infographics, fact sheets, one-pagers, reports, flyers, presentations, multimedia content).
- Develop simplified messaging to build broad internal and external awareness and understanding of BEF.
- Identify emerging district, local, state, and national topics of relevance to create time-sensitive deliverables.
- Maintain a consistent presence among stakeholders through a strong media presence, by creating/supporting the creation of compelling, timely & relevant content distribution across all modalities.
- Ensure coordinated articulation of the BEF mission and brand in the media and in the community.
- Coordinate communications campaigns and implement successful communications strategies for the Foundation.
- Lead in creating and implementing the Foundations overall content strategy, including traditional media, digital/ online communications, and developing multimedia communication.
- Direct and manage communications-related initiatives designed to maximize brand awareness for the organization and help build a broad and sustainable base of support.
 - Collaborate with BEF leadership & staff on assigned initiatives and goals to deliver high-quality communications, deliverables, and content.
 - Deliver high-impact communications to partners and potential partners of the foundation.
 - Support the annual development plan by producing the annual report.
 - Support BEF leadership in creating reports as needed.

- Facilitate positive relationships with all community stakeholders, as well as local, state, and national media.
- Work with relevant BEF leadership, board members and staff and key BEF constituents to write and place op-eds, set up meetings for leadership with the media and editorial boards and schedule media interviews.
- Lead media outreach and responses to requests (e.g., talking points, briefings, press releases, and media advisories) and track effectiveness of traditional media efforts.
- Establish & schedule BEF's leadership team, and relevant stakeholders closely connected to the foundation to regularly contribute their expertise by presenting to businesses, chambers, civic & faith groups, etc.
- Manage & expand the impact of electronic marketing and outreach efforts through BEF's website & social media, and actively pursue new areas of engagement through new platforms or communication methods.
- Establish and maintain strong relationships with donors, sponsors, and partners through effective communication channels.
- Develop and execute strategic marketing campaigns to drive fundraising initiatives and meet annual financial goals for Broward Education Foundation.
- Implement targeted communication strategies to effectively convey the Foundation's mission and fundraising needs to key stakeholders.
- Collaborate with cross-functional teams to create compelling content for fundraising campaigns, ensuring alignment with organizational objectives.
- Ability to conduct market research, competitive analyses, and research on potential target audiences and offer effective marketing strategies to be considered by Senior Leadership.
- Stay abreast of industry best practices and emerging trends to inform and enhance marketing strategies.

Additional Skills, Knowledge and Abilities Required

- Exceptional writing & speaking ability.
- Ability to translate complex, nuanced concepts into clear, concise messages.
- Ability to work internally & externally with various stakeholders to support the organization's efforts.
- Excellent interpersonal skills, a collaborative style, and ability to engage others at all levels.
- Strong organizational skills, attention to detail.
- Able to prioritize deliverables & handle unanticipated requests with a positive outlook.
- Ability to manage multiple projects simultaneously.
- Clear commitment to the importance of providing high-quality education for all students in Broward County.
- Ability to work effectively in a fast-paced, deadline- and goal-driven organization.
- Excitement and openness to continued learning and development.

Education/Career Experience

- Bachelor's degree required; master's degree preferred.
- At least 3 years of experience in related field
- Ability to connect and communicate with diverse audiences.
- Ability to produce communications in multiple formats, such as print, electronic, broadcast and multimedia.
- Experience with both traditional media, as well as existing and emerging digital/online communications platforms, including LinkedIn, Twitter, Facebook, Instagram, and YouTube.
- Experience with Illustrator, WordPress, Photoshop, Microsoft Office Suite and Adobe Suite.
- Technological experience with all relevant creative and web-based applications, constituent management systems (such as FundEZ, etc.) and website content management systems (such as WordPress, etc.).