



Position Description

Vice President, Marketing and Communications

Location: Boston, MA

TO APPLY: <http://www.latinosforeducation.org/careers>

Founded in Boston in 2016, Latinos for Education is the first Latino-founded and led national organization mobilizing a network of skilled Latino education leaders to ensure the voice of Latino students and families is heard and influences decision-making in schools, communities and education institutions throughout the U.S. Our Aspiring Latino Leaders and Latino Board Fellowships accelerate careers of Latino professionals while providing them the training, connections and support they need to succeed and create change. We're also ensuring Latino education professionals have access to job and professional development opportunities across the country through our members-only Talent Hub. With more Latinos in positions of influence, our children are more likely to achieve their full potential in the classroom and in life.

Our Mission: We develop, place and connect essential Latino leadership in the education sector.

Our Core Values: Lead from our identity; Work con ganas; Bridge across cultures; Agitate when necessary; and Rise as a collective.

Position Overview:

Reporting to the CEO and serving as an integral member of the senior management team, the Vice President of Marketing and Communications (VPM&C) will be responsible for the evolution of Latinos for Education's communication and marketing strategy. During this exciting period of rapid growth, the organization is garnering extensive free media and is spending 2019 undergoing rigorous strategic planning to position itself for the coming three years. The VPM&C will be an exceptional story-teller who can drive development of a world-class marketing plan that elevates our stories and values cohesively and comprehensively across a competitive market. This seasoned leader will directly manage communications activities that promote, enhance, and protect the organization's brand reputation.

The VPM&C will be responsible for the development, integration, and implementation of a broad range of public relations activities relative to the strategic direction and positioning of the organization and its leadership. This individual will be an ambassador for the organization and will need to cultivate relationships with relevant constituents and the media to advance our position and drive broader awareness and donor support. The VPM&C will be responsible for Latinos for Education's varied and integrated communications products and services including newsletters and other print publications; website, e-news and other online communications; media and public relations; advertisement and marketing.

This senior leader is tasked with overseeing this important and necessary work in pursuing a better future for Latino children and families. We seek an individual that shares our core values and embodies the belief a quality education should be accessible to all Latino children.

Responsibilities:

Marketing Strategy, Vision and Leadership (35%)

- Develop and implement an integrated strategic marketing plan to advance Latinos for Education's brand identity
- Define metrics to measure growth in brand awareness and visibility of programs and priorities across audiences
- Establish a channel-selection method to ensure our voice is elevated in appropriate ways
- Create marketing/public relations strategy for Latinos for Education leadership to cultivate and enhance meaningful relationships with targeted, high-level external audiences, including the media and key influencers
- Identify challenges and emerging issues faced by the organization. Work with leadership team and staff to recognize internal and external communications opportunities and solutions, and define and execute appropriate strategies to support them

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Communications Operations (45%)

- Oversee development of all Latinos for Education print and digital communications including the annual report, marketing collateral and electronic communications including the website and new media; manage relationships with associated vendors
- Serve as a spokesperson and lead point person on media interactions to promote and protect the organization
- Exercise judgment to prioritize media/public speaking opportunities, and prepare talking points, speeches, presentations and other supporting material as needed
- Actively engage, cultivate, and manage press relationships to ensure coverage surrounding Latinos for Education programs, special events, public announcements, and other projects
- Oversee day-to-day activities of the communications function including budgeting, planning and staff development
- Collaborate with local executives to contextualize communications strategies based on local priorities

Team Development/Management (10%)

- Promote a culture of high performance and continuous improvement valuing learning and a commitment to quality
- Mentor and develop staff across functions using a supportive and collaborative approach on a consistent basis
- Establish and monitor performance metrics across functions to drive marketing goals
- Direct selection and management of vendor contracts for various services (PR, graphic design, social media, etc.)
- As the organization grows, recruit and manage a marketing and communications team (develop goals, assign accountabilities, set objectives, establish priorities, and conduct annual performance appraisals).

General Management (10%)

- Set up and organize all files for managing work products on Office 365 cloud
- Using Salesforce, manage contact and donor information for relevant relationships
- Participate in team meetings and collaborate with teammates vertically and horizontally on special projects
- Help build organizational culture and embody Latinos for Education core values

Qualifications:

This is an extraordinary opportunity for a self-motivated individual to build on the momentum of a new social venture and for someone passionate about Latino education and leadership. The successful candidate will be highly organized, have excellent interpersonal skills and local networks, and operate with a sense of urgency. Specific requirements include:

Required:

- Bachelor's degree in journalism, communications, or related field
- Minimum 10 years of experience in a senior management role either in-house or with an agency
- Minimum of 5 years of experience in planning, writing, editing, and production of newsletters, press releases, annual reports, marketing literature, and other print publications and directories
- Demonstrated skill and comfort in proactively building relationships with reporters and editors, and in successfully positioning subject matter with the media to achieve high-impact placements
- Extensive writing and editing experience (externally focused) with a variety of print and online communications media
- Demonstrated experience and leadership in managing a comprehensive strategic communication, media relations, and marketing plan to advance an organization's mission and goals
- Creative and thoughtful on how new media technologies can be leveraged
- Excellent judgment and creative problem-solving skills, including negotiation and conflict resolution skills
- Superior management skills; ability to influence and engage direct and indirect reports and peers
- Stature, gravitas, and confidence to gain the credibility and respect of high-performing team
- Ability to make decisions in a start-up environment and anticipate future needs



- Energetic, flexible, collaborative and proactive; a team leader who can positively and productively impact both strategic and tactical finance, and administration initiatives
- Exceptional written, oral, interpersonal and presentation skills and the ability to effectively interface with senior management, Latinos for Education's Board of Directors and staff
- Passion for Latinos for Education's mission

Preferred:

- Master's degree in related field
- Salesforce (software) experience
- Bilingual in Spanish

Salary commensurate with experience. This role requires occasional weekend and/or evening work. Benefits package includes generous flex time, health, dental, vision, life, and 401K match.

Equal opportunity statement:

Latinos for Education is committed to providing equal employment opportunities to all qualified individuals and does not discriminate on the basis of race, color, ethnicity, religion, sex, gender, gender identity and expression, sexual orientation, national origin, disability, age, marital status, veteran status, pregnancy, parental status, genetic information or characteristics (or those of a family member) or any other basis prohibited by applicable law.

This job description reflects Latinos for Education's assignment of essential functions and qualifications of the role. Nothing in this herein restricts management's right to assign, reassign or eliminate duties and responsibilities to this role at any time.