

Position Title: Director of Communications & External Affairs

Department: Community Development & External Relations

Reports to: Chief Executive Officer and Chief of Government and Community Relations

Reporting to this position: Deputy Director of Communications and the External Affairs Coordinator

Job Summary

The Director of Communications will be responsible for implementing a strategic, integrated communications plan to promote the activities and mission of CEC as well as the importance of education. This person will be responsible for the following tasks:

Nature and Scope of Position

- Sets and manages CEC's communications calendar; including a balance between print and digital strategies for communicating CEC's specific programs and organizational brand
- Create and contributes to all institutional communications including, direct and online marketing, collateral materials, website, monthly e-newsletter and support for institutional advancement. Work with outside firm to manage a redesign of the CEC website
- Design and implement social media strategies to serve our constituencies and increase organizational visibility Work with the CEC executive team in creating and responding to new media opportunities that may include blogging and other social media tools.
- Ensures consistent communication of the organization's image and position both within the organization and externally to all constituencies.
- Other duties as assigned.

Qualifications:

- Bachelor's degree required, advanced degree preferred.
- Minimum 7 years of experience successfully managing marketing functions and/or marketing professionals.
- Knowledge of and experience with marketing, communications, online marketing, digital and social media, and public relations.
- Articulate, with proven ability to communicate well both verbally and in writing;
- Skilled at writing materials that target key messages to diverse audiences, evoke a specific voice and style and support project objectives.

- Strong graphic design sense.
- Experience managing a website redesign, and/or a re-branding process.
- Ability to think creatively, strategically, and tactically and to work collaboratively.
- Capacity to work with a wide variety of internal and external clients.
- Strong commitment to the mission of CEC, familiarity with education is a plus.
- Prior experience working with nonprofit organizations preferred.
- Demonstrated ability to manage multiple, competing priorities and projects, and meet deadlines.
- High energy, positive, “can-do” attitude, flexibility, teamwork, and attention to detail. Or any other combination of applicable education, training and experience which provides the knowledge, abilities, and skills necessary to perform effectively in the position.