

Associate Vice President of Strategic Communications and Policy

Overview:

The Associate Vice President of Strategic Communications and Policy oversees the development, implementation, and assessment of the organization's communications and marketing strategy, as well as the development of all external communications and marketing materials and projects. They collaborate internally to identify and develop opportunities to highlight the organization's thought leadership and externally to develop and nurture relationships with other organizations that have shared communication and policy objectives.

Job Summary:

As a lead member of the organization, they direct org-wide processes or initiatives, supervise staff, serve as internal capacity builders, and ensure quality for multiple and/or high stakes projects. They thrive in a collaborative work environment, possess a strong commitment to educational equity and professional growth and are ready, willing and able to engage in dialogue about race and identity to raise organizational awareness and support the building of an equitable culture internally and externally.

Duties/Responsibilities:

Lead development and implementation of communications and marketing strategy

- Ensure strategy aligns with organization's mission and goals and reflects current education research and trends and marketing analytics and best practices.
- Supervise and develop the team responsible for producing and distributing all marketing content and external communications.
- Lead team in development of a distribution plan for all communications and marketing content, including through social media, website, emails, and third-party outlets.
- Oversee organization's brand, ensuring consistency across all external communications materials.
- Oversee communications and marketing data collection and analysis. Ensure analytics are used to adjust all external communications efforts, including marketing and fund development activities.
- Develop and maintain relationships with media professionals to maximize organization's opportunities to be featured in relevant stories and serve as primary contact for inquiries from the media.
- Develop and maintain relationships with communications and policy staff at like-minded organizations to build partnerships around shared issues and expand and enhance our communications reach, thought leadership efforts, and advocacy on policy issues aligned to org mission, vision, and goals.

Lead development and ensure high quality and consistency of all external communications content

- Write and lead production of all communications materials, including but not limited to blogs, webinars, articles, press releases, videos, op-eds, podcasts, annual reports, white papers, social media, and emails.
- Collaborate with staff who directly work with districts and other partners to identify opportunities to showcase the organization's work, with a focus on storytelling and highlighting diverse voices and our commitment to equity through content.
- Support preparation of organization-developed tools and resources for publication, ensuring high-quality and consistency. Oversee development of strategy for widespread release of tools and resources.
- Develop materials to be used with funders, including annual reports and one-pagers.
- Support staff members in developing their public voice to showcase the organization's talent.
- Support CEO's internal and external communications, including drafting newsletter for staff, talking points for speaking engagements, and emails to board of directors, to elevate her presence in the national conversation on education and equity.

Supervision

- Builds capacity of/coach direct reports through supporting them in setting learning-focused goals as well as in implementing and monitoring work towards their annual goals
- Actively models connecting organizational work to core values and competencies
- Advocates for the learning/support needs of direct reports

Desired Skills:

- Strong communications skills
- Strong management skills
- Exceptional writing skills
- Social media savvy
- Commitment to our organization's mission that all children should have equal access to education particularly in underserved communities.
- Outstanding interpersonal skills
- Ability and commitment to work collaboratively

Qualifications:

- Bachelor's degree
- A minimum of 7 years' work experience in communications, journalism, or education policy/research in a team-oriented environment, with at least 2-3 years' experience in a leadership role

Salary & Benefits:

The starting salary range for this position will be **\$120,000-\$125,000** with comprehensive benefits including a generous paid time off package and employer-funded health/dental/vision plans.

Location:

Though The Leadership Academy is conveniently headquartered in Long Island City, Queens, New York, we are a national organization with many staff working remotely throughout the country. We encourage applications from candidates living outside New York City.

Application Instructions:

To apply, please email your [resume](#), [cover letter with salary requirements](#), a [writing sample](#), and all other applicable information to jobs@leadershipacademy.org with the job title and your name in the subject line.

We prioritize finding the best candidates, whom we know do not always come from traditional backgrounds. If you are interested in this position but do not meet all the listed qualifications, please still apply. If you have questions about your qualifications, feel free to contact us to discuss your application.

*The Leadership Academy is an Equal Opportunity Employer
We believe that diversity within our staff contributes to our team's effectiveness to our overall success.*