



Position Description

Communities In Schools

Vice President of Marketing and Communications

Organization

Who we are

The mission of Communities In Schools is to surround students with a community of support, empowering them to stay in school and achieve in life. We are 5,000 professionals and 65,000 volunteers on the ground, working in more than 3,200 K-12 public schools, in the most challenged communities, in 26 states, and the District of Columbia, serving nearly 1.4 million young people and their families every year.

What we do

Through a school-based coordinator, Communities in Schools connects students and their families to critical community resources tailored to local needs. By providing students with a one-on-one relationship with a caring adult, a safe place to learn and grow, a healthy start and future, a marketable skill upon graduation and a chance to give back to peers and the community, Communities In Schools has become the nation's leading dropout prevention organization and the only one proven to both decrease dropout rates *and* increase graduation rates.

Why it's important

Every year 1.2 million students drop out of school. What that means is every nine seconds, a student in America loses his or her path to a better future. By empowering students to achieve in school and life, we are building a stronger America, where every person is capable of reaching his or her greatest potential. For more information, please visit www.cisnet.org

Position

The Vice President (VP) of Marketing and Communications holds a critical, dual role, and will:

- Set, and be held accountable for, the implementation of Communities In Schools' national marketing, brand-building and communications strategy, and
- Personally consult to the President, Founder and Vice Chairman as well as the resource development, national network/program and government affairs teams as a direct participant in mission-focused work that impacts CIS' two hundred affiliate and state offices.

Boston

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F 617 572-2834

New York

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F 646 562-8901

San Francisco

465 California St., 11th Floor
San Francisco, CA 94104
P 415 627-1100
F 415 627-4575

As the liaison with the CIS National Board branding and marketing committee, and reporting into the Chief Financial & Administrative Officer – while simultaneously partnering closely with the President, Founder and Vice Chairman, Board of Directors, Executive Vice President, National Network, and Vice Presidents for Government Relations and Resource Development, as well as key leaders within CIS' national movement—the VP must be collaborative and consultative with strong capabilities in strategy formulation, prioritization and high-quality production.

The VP of Marketing and Communications will lead day-to-day management of all activities related to branding, the website/intranet, social marketing, media relations and publications. As a mentor and leader of a direct team of five, the VP, Marketing and Communications also manages the departmental budget, measures all team and campaign performance, and deftly modifies approaches as necessary.

This is an exceptional opportunity for an innovative branding and communications professional with vision and a distinguished track record in using marketing/communications as a critical tool for change across a broad and complex organization. The role is based at the organization's national headquarters in Arlington, Virginia.

Responsibilities

Marketing and Communications Strategy, Vision and Leadership

- With the CIS Board branding and marketing committee, lead the implementation of a multifaceted rebranding initiative aimed at reaching national decision makers.
- Design a comprehensive social media strategy that increase CIS' brand and profile nationally.
- Craft and deliver a proactive, positive external communications' strategy and message by partnering with the President, the Board and colleagues internal to CIS National as well as in State offices.
- Act as a key advisor to colleagues on the most effective way to support the initiatives of the other operating units.

Marketing and Communications Operations

- In partnership with key communications department staff, ensure highly effective prioritization, work-planning, and production related to the following core functions:
 - External Website and Intranet
 - Social Media
 - Press and Media Relations
 - Collateral and Publications
- Keep Communities In Schools' President and board aware of significant media issues, anticipating wherever possible for maximum benefit to CIS' network.

- Measure the success of the marketing/communications' strategy in addressing key issues, leveraging achievements and milestones, and keeping CIS moving forward; refine approaches when required.
- Monitor grant deliverables and budgets which support the work of the communications team.

Team Leadership

- Recruit, mentor and manage a high-performing central team of five marketing and communications professionals
- Provide collaborative planning, assigning and directing work, goal-setting and measurement of progress against goals.
- Ensure that the communications team's structure and processes are maximized and well-oiled.
- Contribute to CIS' overall success by participating in cross-functional work groups that strengthen the organization's impact.

Qualifications

- Bachelors degree in marketing, communications or related field is required, an advanced degree is preferred. Minimum ten years experience in a senior management role, ideally with a dual in-house and agency background.
- Track record of leadership developing and overseeing a comprehensive strategic communications, media relations and marketing program that has helped a complex, constituent-based organization transform itself for greater impact.
- Excellent and persuasive communicator with extensive presentation, writing and editing experience across a variety of print and online communications media (newsletters, press releases, annual reports, marketing literature and other print publications and directories).
- Creative and thoughtful on the use of new media technologies as it applies to brand building.
- Translates strategic thinking into action plans and results; possesses the knowledge, intellect, temperament and flexibility to work effectively in a fast-paced, collegial and energetic environment.
- Professional knowledge of the field of education would be advantageous; demonstrated passion for CIS' work, and the field of education, at least as a volunteer, is a requirement.
- Demonstrated skill and comfort in proactively building relationships with top tier reporters and editors and in successfully positioning subject matter with the media to achieve high-impact placements.
- Exceptional written, oral, interpersonal and presentation skills with the stature and ability to effectively interface with senior management, CIS' Board of Directors and staff. Culturally competent and thrives in an environment with diverse perspectives
- Ability to travel up to 40% of the time during peak periods of the year; on a regular basis, travel represents roughly 10-20%

Communities in Schools is an Equal Opportunity Employer and encourages candidates of all backgrounds to apply for this position.

The Bridgespan Group, a nonprofit organization, serves diverse organizations and is committed to building high-performing teams that mirror the communities we serve. To apply, please submit cover letter and resume to cismarketing@bridgespan.org