



## Senior Director of Marketing and Communications

**Education Forward Background:** [Education Forward Arizona](#) was created through the collective will of diverse sectors and communities across the state to change the way people think about and support education as the key driver to improving the economy and the quality of life in Arizona. Education Forward Arizona combines the talent, resources, and missions of Achieve60AZ, College Success Arizona. Education Forward Arizona believes that education is an investment for a better future, and not an expense. Education Forward Arizona develops and implements effective programs that meet the needs of Arizona's diverse student population and support educators. The organization supports a shared agenda for action to move the goals in the Arizona Education Progress Meter forward. At Education Forward Arizona, we believe that improving the quality of education in Arizona will improve the quality of life for all Arizonans.

**Position Summary:** Education Forward Arizona seeks a Senior Director of Marketing and Communications to work with the Senior Vice President of Marketing, Communications and Strategic Initiatives to plan and execute digital marketing, branding and communications efforts for the newly created education nonprofit organization. The organization's mission is to advocate for and act on education improvements that advance the quality of life for all Arizonans. This position is responsible for a broad range of digital communications, marketing, public relations, and social media strategies to create a new narrative and position Education Forward Arizona as the state's trusted source of effective education messaging.

### Essential Duties & Responsibilities:

- Develop multimedia communication strategies to help advance the overall organizational mission and statewide strategic goals of the organization.
- Direct and oversee communications efforts, including advertising, public relations, digital marketing, and social media.
- Write and create on-brand content for internal and external communications, including presentations, press releases, speeches, newsletters, blog posts, opinion pieces, media pitches and website content.
- Plan, create and implement communications strategies for organizational advocacy, community outreach and engagement efforts, including, events and online webinars.
- Create materials to support fundraising, advocacy, partner outreach, and other aspects of coalition and campaign building.
- Understand and operate within the organizational brand, guidelines, and brand elements.
- Facilitate media trainings and message creation to ensure all team members are effective and on-brand in communicating messages, presentations, etc.
- Manage website strategy and updates and create content for targeted partner engagement, stakeholder management and external audiences.
- Experience using CRM (Salesforce Marketing Cloud) database for email distribution of digital communication and newsletters to external audiences.
- Define, track and report on the organization's marketing and communications short- and long-term metrics of success.

- Coordinate with external vendors and partners as needed.

### **Required Skills and Competencies:**

- Bachelor's degree and 5-7 years of proven experience in marketing, communications, or a related field.
- Excellent digital marketing strategies and copywriting skills in various media, with the ability to create engaging multimedia content for a range of audiences, including on various social media channels.
- Ability to determine goals, project scope, timelines, and manage budget.
- Experience with media and public relations (local/national).
- Strong knowledge of the basic principles of creative process, graphic design and/or experience in graphic design, including Canva and other graphic design programs.
- Ability to work both independently and collaboratively.
- Strong interpersonal and organizational skills.
- Ability to manage multiple projects simultaneously with a high attention to detail in a deadline-driven environment to ensure the team delivers high-quality projects on time.
- Proficiency in Microsoft Office (PowerPoint, Word, Excel, Outlook); with knowledge and experience in of Salesforce or other CRM applications; and content management platforms.
- Knowledge and experience with web-based communications platforms, including Word Press, Adobe creative cloud and graphic design applications such as Canva, InDesign, etc.

### **The ideal candidate is:**

- An excellent writer with the ability to communicate effectively with a diverse range of stakeholders.
- Experienced in strategic communication planning, content development and the overall creative design process.
- Detail oriented with the ability to manage multiple projects simultaneously.
- Able to work independently, as well as collaboratively, within a team.
- Trustworthy, responsible, and ethical.
- Passionate about improving educational outcomes in Arizona.
- Able to work with a diverse range of stakeholders and audiences.
- Able to strategically plan and implement communications strategies.

**Salary:** Commensurate with experience

**Job Status:** Full-time, exempt, salaried position with benefits package

**Job Location:** Phoenix, Arizona. US Work Authorization Required

This position is open immediately. The close date for applications is open until filled. Visit [educationforwardarizona.org](http://educationforwardarizona.org) to learn more about our organization.

**Please combine the following documents in an email to [jobs@educationforwardarizona.org](mailto:jobs@educationforwardarizona.org):**

- Current resume or CV
- Statement of interest and qualifications, based on this description.

*The statements in this description represent typical elements, criteria and general work performed. This is not an exhaustive list of all responsibilities, duties, and skills for this job. Education Forward Arizona is an equal opportunity, affirmative action employer. It is a strongly held value of the organization that opportunity is not limited by gender, race, class, sexual orientation, disability, or age. All candidates will be evaluated on a merit basis.*