



## Senior Director of Marketing and Communications

**Background:** [Education Forward Arizona](#) is a statewide education advocacy organization dedicated to championing education as the key driver to improving Arizona's economy and quality of life. Education Forward Arizona serves as the leading voice for promoting the state's Achieve60AZ education attainment goal and a shared action plan to move the goals of the [Arizona Education Progress Meter](#) forward.

The organization's focus also includes mobilizing people and communities to advocate for policies and funding to improve educational outcomes across the Pre-K to postsecondary continuum and providing scholarships and programs that improve postsecondary attainment for Arizona's diverse student population. Learn more at [EducationForwardArizona.org](http://EducationForwardArizona.org).

**Position Summary:** Education Forward Arizona is actively seeking a Senior Director of Marketing and Communications. This pivotal role, working alongside the Senior Vice President of Marketing, Communications and Strategic Initiatives, is instrumental in planning and executing digital marketing, branding and communications efforts for our education nonprofit organization. Our mission is to advocate for and act on education improvements that enhance the quality of life for all Arizonans. The Senior Director is responsible for a wide range of digital communications, marketing, public relations, and social media strategies. The person in this role will help to create and implement strategies to position Education Forward Arizona as the state's trusted source of effective education messaging and promote Everything to Gain campaign/narrative about the value of education and training beyond high school.

### 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, email marketing, 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 development/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 training 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.
- Define, track, and report on the organization's marketing and communications short—and long-term success metrics.
- Manage marketing and communications agency and coordinate with other 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, and timelines and manage a budget.
- Experience with media and public relations (local/national).
- Some experience using CRM (Salesforce Marketing Cloud) database for email distribution of digital communication and newsletters to external audiences.
- Strong knowledge of the basic principles of the 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.
- Project management skills with the ability to manage multiple projects simultaneously with great 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 Salesforce or other CRM applications and content management platforms.
- Knowledge and experience with web-based communications platforms, including WordPress, Adobe Creative Cloud, and graphic design applications such as Canva, InDesign, etc.
- Knowledge and experience with various marketing platforms and tools such as Meltwater, Monday.com (project management), JotForm, Funraise, Constant Contact, AI tools and Sprout Social are a plus, but not required.

**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:** \$75,000 -- \$85,000 (Commensurate with experience)

**Job Status:** Full-time, exempt, salaried position with a benefits package, 40 hours per week.

**Job Location:** Phoenix, Arizona. Hybrid work schedule. US Work Authorization is required.

**Application Process:** To apply, please combine the following documents in an email to [jobs@educationforwardarizona.org](mailto:jobs@educationforwardarizona.org):

- Cover Letter (Statement of interest and qualifications, based on this description)
- Current resume
- Three professional references

This position is open immediately. The close date for applications is open until filled.

*The statements in this description represent typical elements, criteria, and general work performed. This is a partial list of this job's responsibilities, duties, and skills. Education Forward Arizona is an equal opportunity, affirmative action employer. It is a firmly 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. Education Forward Arizona complies with all obligations to provide reasonable accommodations in accordance with all applicable laws.*