

# Associate Vice President of Communications & Marketing

The Council for Opportunity in Education (“COE” or “the Council”) seeks a dynamic, creative, and accomplished Associate Vice President of Communications & Marketing (“Associate Vice President”) to develop and implement the content and strategy for all print, digital, and multimedia communications of the Council in order to consistently and effectively represent COE’s brand and mission as well as promote COE’s products and services. Reporting to the Executive Vice President, the Associate Vice President will work to ensure that COE is viewed as the primary authority on matters relating to the educational advancement of low-income and first-generation students.

The Associate Vice President will also work closely with peers within the organization as a collaborative partner on a variety of initiatives.

## Responsibilities

- Proactively seek out opportunities to promote COE and advance its mission, positions, and products through the creation and dissemination of marketing materials
- Develop, design, and disseminate publications such as newsletters, releases, weekly email announcements, planned publications, videos, etc. to engage COE’s constituents and other stakeholders
- Consistently engage with COE constituents and broader audiences to actively market COE products and services
- Lead the generation of content that engages audiences and leads to measurable action
- Manage the development, distribution, and maintenance of all print and electronic media relating to Council events including, but not limited to, the Annual Conference, Policy Seminar, professional development trainings, etc.
- Mentor and lead team members responsible for COE’s website administration and coordination
- Coordinate website and social media channel maintenance—ensure that new and consistent information (i.e., article links, stories, and events) is posted regularly
- Track and measure the level of engagement within the network over time
- Work with Council consultants to maintain and manage all media contacts

## Qualifications

The ideal candidate has at least five years of communications experience, ideally “in-house” within a nonprofit or corporate entity and covering areas such as website content, newsletters, and donor communications. The ability to take knowledge and transform it into exciting and useful messages, and disseminate it to the right audiences through the best distribution channels is critical.

Specific requirements include:

- Bachelor's degree in communications, public relations, business or another relevant field. Master's Degree preferred.
- Expertise in various graphics software platforms, including, but not limited to Adobe Creative Suite, InDesign, Photoshop, Canva, etc.
- Expertise with various social media platforms, including Facebook, Twitter, Instagram, and YouTube.
- Excellent writing/editing and verbal communication skills
- Highly collaborative style; experience developing and implementing communications strategies
- A strong track record as an implementer who thrives on managing a variety of key initiatives concurrently
- Relationship builder with the flexibility and finesse to "manage by influence"
- High energy, maturity, and leadership with the ability to exercise strong judgment and discretion in communications matters at both the strategic and tactical levels
- Self-starter, able to work independently, and an entrepreneurial spirit; enjoys creating and implementing new initiatives
- Sincere commitment to working collaboratively with all constituent groups, including staff, board members, volunteers, donors, program participants, and other supporters
- Keen insight, awareness, and sensitivity into matters pertaining to low-income students, students of color, students with disabilities, and other underrepresented student groups.

Approximately 15% travel. Late nights and weekend as required.

To apply, please send a letter of interest, resume, and list of references to [Alvin.Phillips@coenet.org](mailto:Alvin.Phillips@coenet.org). No phone calls please.