Director of Communications
Location: Remote

About Deans for Impact

Every child deserves a well-prepared teacher. At Deans for Impact (DFI), we work to ensure that beginning teachers are good on day one, and on the path to become great over time. We do this by bringing together leaders of educator-preparation programs who want to change the way they prepare beginning teachers; helping these leaders transform their programs; supporting them to sustain changes over time; and building their capacity to influence policy.

Our Values

We believe that a great workplace is one where you are inspired by your colleagues, and deeply engaged in your work every day. Six core values guide us:

- **Model professionalism** – We seek out feedback and foster growth through honesty and humility.
- **Be good stewards** – We care deeply about our culture and our colleagues, and support each other with grace and understanding.
- **Practice good pedagogy** – We create learning environments where all voices are heard; gather evidence to inform our decisions; and design learning activities with the end in mind.
- **Always seek solutions** – We are nimble in developing solutions to problems and testing them, and then we iterate based on what we’ve learned.
- **Design for inclusivity** – We fight racist policies and ideas, including those that have been embedded in our US education system.
- **Transform the system** – We take risks to create transformative change, and we’re not afraid to fail.

The role of Director of Communications at Deans for Impact

As the core communications person on our small but mighty team of sixteen, the Director of Communications will spearhead our efforts to make visible the complexity of preparing effective educators in diverse contexts throughout the country.

At a moment of organizational transition, the Director of Communications will lead a comprehensive update of our brand to better reflect our current work and priorities, including a refresh of our website and digital presence. This is a unique opportunity to shape the next chapter of a national non-profit organization with a bold mission.

The Director of Communications will collaborate with partners nationwide to uncover stories of promising efforts to strengthen and diversify the pipeline of future teachers. This includes writing jargon-free stories about DFI’s work, as well as developing creative digital content that celebrates teachers and teaching (including podcasts and videos, and some tweeting).

In short, we’re looking for a highly creative person who’s also skilled at project management. If you are that person, we would love to talk with you!
Responsibilities
The Director of Communications will:

- Tell stories of transformative educator preparation through copy, video, audio, photography, graphics, and social media
- Develop written copy in the form of newsletters, one-pagers, blog posts, and publications highlighting programmatic and policy initiatives
- Lead our efforts to create a website that meets WCAG 2.1 accessibility requirements and guide accessibility improvements to our digital content
- Coordinate our brand refresh, including supervising rollout of new assets, updating old assets, and managing brand governance going forward
- Supervise external consultants, including a graphic design specialist, creative agency partnering on the brand refresh, and web development team, as well as short-term contractors such as photographers and videographers, as needed depending on background and skillset of the person hired
- Manage email marketing, lead generation, and contact management via Hubspot
- Coach team members and ensure all external communications meet brand standards
- Collect and analyze communications data to ensure that DFI is effectively reaching its target audiences, which include teacher-educators, administrative leaders, policymakers, and philanthropists

Desired Qualifications
We understand that people gain skills through a variety of professional, personal, educational, and volunteer experiences. We encourage candidates to review the key responsibilities and qualifications below. If you believe you have the transferable skills necessary to fulfill the responsibilities of this role, we encourage you to apply.

- **Experience:**
  - You have at least 5 years of content-creation experience with an emphasis on written work products (e.g. copywriting, journalism, blogging, op-eds, etc.), and can provide a strong content portfolio.
  - You have a strong track record of developing crisp, shareable messages.
  - You have experience with customer relationship management platforms (Hubspot Marketing experience preferred) and social media platforms.
  - If you have worked in K-12 or higher education, that’s a plus.

- **Skills and qualities:**
  - You are an excellent writer and digital storyteller with a keen eye for design who produces thoughtful and engaging content.
  - You can prioritize work in a dynamic, project-based environment, take on multiple tasks simultaneously, manage time effectively, and deliver high-quality work on time.
  - You listen carefully, and think about how your history and experiences influence your perceptions.
  - You are able to establish rapport and build relationships across diverse contexts, backgrounds, and identities
  - You take initiative, anticipate challenges, and proactively pursue solutions to problems ranging from the mundane to the complex.
You recognize the connection between historical injustices and present-day inequities in education—and want to work to remedy them.

Location and Compensation

DFI has an office and cluster of employees in Austin, TX, but operates as a national remote organization. The Director of Communications will work flexibly from a location of their choosing. Occasional travel for program visits and team events (estimated to be 10%-15%) is expected.

This is a full-time, salaried position with competitive salary and benefits and a flexible, mission-driven professional environment. DFI offers a comprehensive benefits program that includes medical, dental, and vision insurance (covered at 90% individual, 70% dependent-only), life insurance, short and long term disability coverage, a Flexible Spending Account or a Health Savings Account, and a 401k plan with 4% employer match. The anticipated salary range for this position is $90k - $110k.

How to Apply

Please visit http://bit.ly/DFICareers to submit your application for the Director of Communications position.

If you have any questions, please reach out to careers@deansforimpact.org. We will start screening candidates in March 2022 and will continue until we find the right person.

For more information, visit www.deansforimpact.org.

At Deans for Impact, we believe that diverse perspectives and backgrounds create a rich work environment and enhance our ability to pursue our mission. We hope you will join us as we continue to build an organization where people from all backgrounds are welcomed and all identities are affirmed.

DFI provides equal opportunity in employment without regard to race, color, ethnicity, religion, gender, sexual orientation, national origin, disability, age, marital status, military status, pregnancy, or parenthood.