



SENIOR VICE PRESIDENT, COMMUNICATIONS AND COMMUNITY ENGAGEMENT

Background: In February of 2021 College Success Arizona (CSA), Expect More Arizona (EMA) and Achieve60AZ combined our talent and resources to become a single enhanced organization, that will be renamed and rebranded later this year. We will work to advance a cohesive and equitable education agenda to reach the goals outlined in the [Arizona Education Progress Meter](#) and support the success of all Arizona children and adults from early learning through postsecondary attainment. We will continue to build on the strengths of CSA, EMA, and Achieve60AZ, as a statewide nonpartisan education advocacy and impact organization dedicated to ensuring every Arizonan has access to a world-class education, from the early years through college and career. We will aggressively pursue the state's attainment goal, set by Achieve60AZ, coordinating strategies, communications, and local community involvement to increase attainment, by providing both direct and indirect services such as: scholarships and student support services; building impactful statewide partnerships and programs; raising awareness of the importance of college completion; and supporting more than 225 statewide college access and success organizations.

Position Summary: The Senior Vice President of Communications & Community Engagement will lead the organization's overall communication and community engagement strategy, in pursuit of meeting the Arizona Education Progress Meter goals and other organizational objectives, with a focus on achieving equity and valuing diversity. The position oversees the development and execution of a comprehensive, integrated marketing and communications program executing on brand strategy, public relations, multimedia advertising, community events, interactive and new media strategies. This person is responsible for creating an external communications strategy to advance P-20 education issues and to build an education-first culture in the state, and for ensuring the organization's community engagement strategy remains strong and continually evolves to accomplish organizational goals.

Reports To: President/CEO

Position Type: Full-time, with benefits

Essential Duties & Responsibilities: The list of duties and responsibilities is illustrative only and is not a comprehensive listing. The Senior Vice President of Communications & Community Engagement is responsible for:

Leadership and Management: The successful candidate will actively participate on the senior leadership team bringing vision, strategic thinking, and creativity to advance organizational mission and goals, and will:

- Act as a statewide champion, advocate, and spokesperson for the organization, motivating others to partner in pursuit of increasing the state's education and attainment goals, focusing on educational equity, and valuing diversity as a great asset to increase educational outcomes.
- Develop strategy and work-plans to accomplish organizational goals.

- Build and manage high-performing teams of marketing & communications and community engagement professionals in developing and executing functional and organizational objectives, managing progress to goals, supporting staff development and growth, and evaluating their performance.
- Plan, direct and align budgets to support organizational priorities.
- Select and oversee the development, management, and fulfillment of agreements with contractors and vendors.
- Identify emerging trends in both communications and community engagement.
- Act as a liaison with internal and external partners including a broad and diverse range of community leaders, government officials, consultants, funders, and vendors.
- Represent the organization as necessary in the media, online, in writing, and in person, with the public, stakeholders, state and community leaders, Board members, and other external parties.
- Work with leadership and staff to monitor the education landscape in Arizona and nationally to identify strategic priorities for advocacy and educational campaigns.
- Promote a culture of high performance and continuous improvement that values learning, a commitment to quality, and respect of diverse viewpoints and beliefs.

Cross-Functional Team Support: The successful candidate will collaborate internally to support public will-building efforts, engagement and development strategies, and the core principles of the organization, and will:

- Lead/support cross-functional communications projects and campaigns, by identifying goals, determining project scope, timelines, and resources, working as part of the senior team.
 - Lead, with the SVP and Chief Impact Officer (CIO), development and implementation of a communications strategy for organizational advocacy efforts.
 - Develop and implement, in alignment with the EVP & COO, communications for organizational fundraising. Design and implement communications material to support fundraising campaigns.
- Collaborate with the senior team to identify key external stakeholders and constituencies and develop and implement strategies to build meaningful relationships and partnerships to advance organizational objectives.
- Lead and/or support the design and implementation of statewide events, convenings, other external meetings.
- Lead, in collaboration with the senior team, internal communications and statewide team training, ensuring all members are informed and prepared to advance the brand, priorities and messages.
- On-board new team members on organizational key messages and provide on-going training as needed to ensure all team members are effective in communicating messages, presentations, etc.

Marketing, Communications, and Community Engagement: The successful candidate will be responsible for leadership of the organization's development and implementation of a multi-faceted, strategic, internal and external communications plan to advance the evolving brand; broaden awareness of its priorities and strategies; and increase the visibility of its vision and programs across a broad and diverse array of audiences by:

- Delivering content in various formats to diverse audiences. Lead the team on the cutting edge of communications, social media, video, and interactive strategies to ensure the ambitious promotion and delivery of scalable and impactful messages, services, and objectives in alignment with its statewide strategic goals.
- Ensuring that the organization is inclusive and representative of diverse voices that have been marginalized in the past through organizational and community engagement strategies, including engaging with grassroots organizations, CBOs, non-profits, professional groups and associations, and others to expand partnerships and messaging.

- Managing the organizational brand, guidelines, and brand elements.
- Integrating and aligning multi-faceted, interactive communications strategies, including marketing, public relations, advertising, social and digital media, in support of organizational vision and priorities.
- Working with the communications team, serve as a key writer and the editor for the organization. Develop and produce keynote addresses, articles, and opinion editorials, as well as presentations for the President/CEO, leadership team, Board, and community leaders.
- Developing and managing emerging market strategies which effectively engage diverse audiences with the organization and build support of its priorities and strategic direction.
- Identifying and developing opportunities to expand presence, credibility, equity focus, and community influence through strategic and meaningful community involvement strategies.
- Leading crisis communications planning and management; identify challenges and emerging issues; develop response strategies and messaging; and work internally to manage to a positive resolution.
- Define, track and report on the organization's marketing and communications metrics of success and oversee market research and data analysis to inform strategy and demonstrate effectiveness.

Required Skills & Competencies: The successful candidate will have at least eight years of management and leadership experience, increasing levels of responsibility, and a track record of extensive community involvement, leading a team to achieve measurable results. A passion for the organization's mission and a history of delivering in a flexible and fast-paced environment in a communications agency, large nonprofit / CBO, education business or institution, or political or advocacy group, is idea for success in this role. Specific requirements include:

- Ability to be adaptable and flexible, thinking outside the box to creatively increase brand awareness.
- Ability to work as part of a fast-paced, highly productive leadership team to plan, implement and execute on a set of comprehensive strategic goals.
- Persuasive communicator with exceptional written, oral, interpersonal and presentation skills and the ability to effectively interface with senior management, Board of Directors, Councils, community partners and staff.
- Ability to strategically cultivate external relationships across diverse communities, with a focus on achieving equitable access and outcomes, valuing diversity and inclusion.
- A deep understanding of Arizona's education, political, business, and non-profit landscape, and how each might impact organizational goals.
- Ability to skillfully represent the organization in any environment, including political, business, education, or public venues. Possess a level of cultural competency and experience necessary to effectively represent the organization and its goals in alignment with the tremendous diversity that makes up Arizona.
- Ability to be inclusive in brainstorming and decision-making, ensure alignment of resources and programs, and continuously solicit feedback for improvement and goal achievement.
- Ability to identify problems in a timely manner, gather and analyze information skillfully, and develop solutions.
- Strong working knowledge or proficiency in communications and marketing strategies, video production, social media, Canva, interactive and social media platforms including WordPress, Salesforce Marketing Cloud, social media analytics (i.e. Google analytics) and more. Knowledge of HTML and Adobe Creative Suite are a plus.
- Expertise in managing issue / political campaigns designed to build public will or move people to action.
- Demonstrated experience and leadership in managing comprehensive strategic communications, media relations, and marketing programs to advance an organization's mission and goals.
- Fluent in English/Spanish preferred.

Other Requirements:

- Bachelor's degree in marketing, journalism, communications, political science, or related field is required, an advanced degree is preferred.
- Proficiency in Microsoft Office required. Working knowledge of Salesforce / other communications databases is a plus.
- Valid driver's license, proof of auto insurance coverage, and daily access to reliable personal vehicle.
- Ability to travel around the state, as needed, and nationally on occasion.
- Availability outside of a typical 8:30 a.m. – 5 p.m. workday, as necessary, including some weekends.
- Able to lift up to 30 lbs., if needed.

To Apply: College Success Arizona is prepared to offer an attractive compensation package, including a competitive base salary and performance incentives, as well as health, dental and vision insurance, company-funded SEP IRA, optional 403B, and life-friendly paid leave and other benefits. This position will enjoy a flexible work environment and take advantage of an office and available amenities in the new, state of the art, Helios Education Campus located in the Biltmore / Camelback Corridor area of Phoenix. The initial deadline for candidates to submit their qualifications and cover letter is April 22nd, 2021. Resumes and qualifications will be accepted and reviewed on a rolling basis until the position is filled. Send resume or CV, cover letter and salary requirements to info@collegesuccessarizona.org. No phone calls, please.