Executive Director of Marketing and Communications
Job Description

Job Overview

Reporting to the Chief Strategy Officer, the Executive Director of Marketing and Communications is responsible for raising ATD’s visibility through the execution of an integrated marketing and communications strategy managing internal and external communications that position ATD as a thought leader, support successful engagement and retention of colleges’ in-Network services, ensure strong stewardship of philanthropic investments, and that promote, enhance, and protect the organization’s brand. The Executive Director leads a team consisting of a director of communications, a communications and marketing content specialists, and outside contractors and vendors as needed.

The Executive Director of Marketing and Communications is also responsible for the development, integration, and implementation of a broad range of public relations activities relative to the strategic direction and positioning of the organization and its leadership. The position is responsible for ATD’s integrated marketing and communications program and its tools, channels, and materials such as website, social media, e-newsletters, email, and other digital communications; media and public relations; and marketing and is accountable for maintaining a strong and consistent brand for ATD across all communication platforms and materials.

Duties and Responsibilities

Marketing (30%)

- Lead the execution of marketing initiatives and campaigns, leveraging internal support and driving collaboration.
- Analyze customer insights, consumer trends, market analysis, and marketing best practices to build successful strategies.
- Create, maintain, and conduct analytics reporting across multiple platforms and extract key insights for future campaign development.
- Track and measure marketing outcomes including marketing activities, response, leads, and retention.
- Work closely with the leadership team and staff to recognize internal and external communications opportunities and solutions, and define and execute appropriate strategies to support them.

Communications (30%)

- Develop and implement an integrated communications strategy ensuring consistent messaging and design across the organization that strengthens and advances ATD’s brand.
- Broaden awareness and increase visibility of ATD programs and priorities across all target audiences.
Position ATD as a thought leader in the national conversation on student success, community colleges, and higher education reform through an active communications strategy, including the development and execution of media and public relations strategies, and social media campaigns working with the communications team and with contractors, as appropriate.

- Develop and execute strategies for communicating ATD’s key messages and content through the digital and print materials, various tools, and channels to reach internal and external audiences.
- Provide strategic guidance on Network communications activities by and for Network colleges.
- Work cross-departmentally to develop an internal communications strategy to help staff stay up to date about the company’s vision, goals, projects, and executive updates.

Operations (30%)
- Oversee development of all ATD digital and print communications and marketing tools and channels, including website, social media, Network communications, annual report, and marketing collateral materials.
- Actively participate as a member of the DREAM Planning Committee, to provide strategic communications support as well as support of specific event marketing and communications.
- Manage relationships with external contractors and vendors to complete materials that are consistent with ATD’s message platform and visual brand.
- Provide direction and guidance to identify media opportunities and ensure that ATD leaders and staff are prepared for interviews, responses, and presentations.
- Lead the day-to-day activities of the communications function including budgeting, planning, and staff development.

Team Development/Management Resources (10%)
- Recruit and manage a communications team of professionals to support the development and execution of the integrated marketing and communications strategy.
- Promote a culture of high performance and continuous improvement that values learning, collaboration, and a commitment to quality.
- Mentor and develop staff using a supportive and collaborative approach on a consistent basis.
- Establish and monitor staff performance and development goals, assign accountabilities, set objectives, establish priorities, provide direction and guidance, conduct annual performance appraisals, and administer salary adjustments.

Skills/Qualifications/Experience
- Bachelor’s degree in journalism, communications, marketing or related field is required. Advanced degree is preferred and a minimum of 10 years of experience at a senior management level.
- Experience in executing communications and marketing strategies within higher education and/or the education nonprofit field.
- Commitment to equitable student outcomes and knowledge of the barriers to student success for students of color, economically disadvantaged students, first-generation students, etc.
- Cross-cultural skills, awareness, and respect for working in a diverse setting.
- Expertise in building and managing brands and creating content that articulates organizational goals and strategic direction.
▪ Strategic thinker, problem solver, and collaborative team member. Demonstrates willingness to collaborate, along with respect and humility, when seeking to understand others and making decisions.
▪ Ability to break down structural, functional, and cultural challenges to build internal and external relationships.
▪ Demonstrated success in developing and mentoring junior staff and managing and supporting seasoned staff.
▪ Proven experience and leadership in managing a comprehensive strategic marketing, communications, and media relations program to advance an organization's mission and goals.
▪ Communicates strategically to achieve specific objectives (e.g., considers optimal messaging and timing of communication); anticipates gaps and breakdowns in planned communications and preempts those problems.
▪ Demonstrated skill in building relationships with top-tier reporters and editors, and in successfully positioning content with the media to achieve results.
▪ Strong storyteller, writer, and editor with experience developing content for digital and print communications.
▪ Excellent judgment and creative problem-solving skills, including negotiation and conflict resolution skills.
▪ Ability to make decisions in a changing environment and anticipate future needs. Experience in breaking down big picture work goals into manageable tasks, with ability to discern the best role for ATD with external partners in moving shared work ahead.
▪ Exceptional written, oral, interpersonal, and presentation skills and the ability to effectively interface with senior leaders, funders, partners, and staff.

Competencies

▪ **Collaboration:** Acts as a team player who is responsive to others’ priorities, processes, and roles. Seeks assistance and input from colleagues to move the work forward.
▪ **Disciplined Execution:** Models use of data to inform decision-making. Manages work processes effectively and efficiently against expectations.
▪ **Effective Communication:** Actively listens. Develops tailored messages that respond to the different priorities and needs of the audience.
▪ **Learning Orientation:** Embraces challenges, new ideas and different perspectives as an opportunity to learn; continually seeks out and applies new learning to activate change or improvements.
▪ **Systems Thinking:** Defines the system and one’s role in the system. Sees relationships and the dynamic elements of the holistic system and executes work accordingly. Influences the system and maps connections to ATD’s external landscape.
▪ **Change Agent:** Serves as an agent of change at a personal, team, and organizational level to pursue outcomes for students. Adapts as the environment changes, while managing associated risks. Motivates staff, team, organization, and partners to activate the change needed to advance defined priorities.
- **Culturally Competent**: Models appreciative inquiry to gain an understanding and awareness of others’ cultural identity and practices. Creates safe and constructive forums for sharing diverse perspectives and opinions.
- **Emotional Intelligence**: Demonstrates self-awareness and self-regulation and recognizes impact of personal behavior on others.

## Position Details

**Position Type:** Full Time, Exempt  
**Salary Grade:** 10  
**Reports To:** Chief Strategy Officer  
**Work Location:** Silver Spring, Maryland preferred (remote work flexibility)  
**Level of Travel Required:** Occasional

## Physical Demands

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. The employee must occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception and ability to adjust focus. The noise level in the work environment is usually moderate. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential duties of this position.

## Equal Opportunity Employer

At Achieving the Dream, Inc. (ATD) we strive to attract, develop, and retain highly qualified and diverse individuals. ATD is committed to creating and maintaining a diverse work environment and is proud to be an equal opportunity employer. Employment policies and decisions at ATD are based upon merit, qualifications, performance, and business needs. All qualified candidates will receive consideration for employment without regard to age, race, color, national origin, gender (including pregnancy, childbirth or medical conditions related to pregnancy or childbirth), gender identity or expression, religion, physical or mental disability, medical condition, legally protected genetic information, marital status, veteran status, or sexual orientation.

7/23/2021