POSITION DESCRIPTION

<table>
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<tr>
<th>Position</th>
<th>Director of Communications &amp; Marketing</th>
<th>Category</th>
<th>Full-time, permanent</th>
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<tbody>
<tr>
<td>Supervisor</td>
<td>Deputy Director</td>
<td>Function</td>
<td>Programmatic</td>
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Position Overview

The Director of Communications & Marketing is an experienced, dynamic professional who will develop and implement a detailed communications and marketing strategy to reach media, policymakers, funders, cross-sector leaders, employers, and strategic partners.

An action-oriented strategist and self-starter, this exceptional writer and creative thinker is skilled at working with staff, vendors, partners and cross-sector statewide leaders and advisors to create compelling materials and build effective relationships, while developing and maintaining a vibrant, high-quality online presence. The Strategic Communications Director should possess a long-term vision for the communications function, integrating and supporting policy, advocacy, educational and development efforts. The individual will provide strategic insight on communications-related opportunities and challenges that align with the organization’s mission and plan.

This position requires an individual with experience in translating complex content for different audiences and purposes. Experience in education, non-profit, business & industry, or with a communications firm strongly desired.

Key Functions & Responsibilities

**External Communications & Marketing**

- Develop and implement a comprehensive strategic and tactical communications plan, which includes envisioning and designing media strategy, website, print, and e-communications.
- Direct organization-wide communications to advance myFutureNC’s mission with different audiences.
- Work with design and communications partners to lead the branding and campaign vision and evolving strategy and tactics.
- Develop and lead organization targeted campaigns.
- Create the organization’s annual report to the North Carolina General Assembly.
- Manage the myFutureNC website to ensure the content is consistent, coherent, fresh, and navigable.
- Oversee the writing, project budgets, production, design, and distribution of a wide variety of publications and collateral materials, including reports, brochures, marketing materials, fact sheets, one-pagers, position papers, slide decks, and other materials.
- Develop, write, edit, and distribute electronic newsletters, press releases, statements, and other e-communications.
- Manage myFutureNC’s social media presence. Develop and manage organization's communications and event marketing calendar.
- Serve as direct point of contact for all media inquiries and outreach.

**Internal Communications**
● Collaborate with myFutureNC staff to support communications related requests.
● Develop and implement the myFutureNC style guide.
● Oversee the management of myFutureNC’s contact database.

Collaborative Relationships
● Cultivate relationships with marketing and communications-related staff, consultants, and vendors.
● Lead a sector professional learning network for communication leaders focused on attainment.

Position Competencies, Compensation and Travel

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<tr>
<th>Education</th>
<th>Bachelor’s degree in communications, marketing, journalism, public affairs, English, or related field preferred, with a graduate degree desirable.</th>
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<tbody>
<tr>
<td>Experience</td>
<td>Minimum 5 years of experience as a full-time communications, marketing, or public relations professional with demonstrated success and supervisory experience.</td>
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| Skills             | • Demonstrated ability to write clearly/succinctly for different purposes and different audiences on complex topics.  
                      • Outstanding verbal and written communication skills (framing, grammar/spelling, editing, proofreading).  
                      • Experience with membership organizations, trade associations, non-profits, and/or government agency experience strongly desired.  
                      • Experience in non-profit, education sector preferred.  
                      • Demonstrated project management, time management, and organizational skills.  
                      • Effective team player with excellent interpersonal skills, including the ability to communicate diplomatically and professionally with a wide variety of constituencies.  
                      • Desire to be part of an evolving organization and contribute to its growth/reputation  
                      • Strong ability to juggle competing, time-sensitive priorities.  
                      • Technical skills, including Adobe Creative Suite, Mailchimp (or other email marketing systems), WordPress, social media platforms, and Google Analytics.  
                      • Familiarity with use of Google Suite.  
                      • Exceptional attention to detail and an eye for design.  
                      • Familiarity with email marketing systems, content management systems, and the ability to learn new programs quickly.  
                      • Graphic design.  
                      • Passion for myFutureNC’s mission, ability to be flexible, and a good sense of humor. |
| Compensation       | Full-time position with salary commensurate with relative experience. Benefits competitive with public and private industry including but not limited to health and savings plans. 40 hours per week. |
| Position Type      | Hybrid: This position is based in Raleigh, NC and requires a minimum of 2 but no more than 3 in-person office days per week. Exceptions may apply on an as-needed basis with advance notice provided. |
| Travel             | This position requires some travel for planning and in-person events. |
| Apply              | Interested applicants should send resume and cover letter to: office@myfuturenc.org |

About myFutureNC
myFutureNC is a non-partisan statewide nonprofit organization which promotes a shared vision for an education-through-workforce continuum across North Carolina (from early childhood through adulthood) and aligns and coordinates local, regional, and state actions that will dramatically increase attainment of valuable credentials and postsecondary degrees. Our work is guided by meeting or exceeding a goal of at least two million North Carolinians by 2030 with valuable, high-quality credentials and postsecondary degrees that will lead to a stronger, more competitive, and prosperous North Carolina.