

DIRECTOR OF MARKETING & COMMUNICATIONS



About Breakthrough Collaborative

Breakthrough Collaborative is a national leader in educational equity. The Breakthrough model provides college preparation support for students from under-resourced communities – starting in the critical middle school years – and prepares the next generation of diverse leaders with training to advance in the field of education.

With over 40 years of experience and a network of over 40,000 alumni, Breakthrough operates in 24 communities across the country and serves 10,000 students and 1,200 Teaching Fellows annually. To learn more about Breakthrough and our first-ever virtual Summer in response to COVID-19, please visit our [website](#).

Educational equity is central to Breakthrough's mission and equity is one of our organization's core values. We are committed to intentionally creating diverse communities and work to ensure that all identities – particularly Black, Indigenous, People of Color, and those that have been historically marginalized – are represented and supported. As a collective of community-based organizations, we strive to see the identities of the communities we serve reflected across all levels of the organization.

The Opportunity

The Director of Marketing & Communications is a new position at Breakthrough Collaborative, joining a growing development and communications team that is currently implementing a multi-year national campaign to raise funds and support for our mission. This position will help fulfill the organization's branding and marketing goals related to its four-year strategic plan and national fundraising campaign. They will be responsible for planning, developing, and implementing Breakthrough Collaborative's marketing strategies, communications, and public relations activities. Additionally, they will lead the efforts of the communications team (currently one) and coordinate at both the strategic and tactical levels to support effective messaging to achieve goals related to Breakthrough's fundraising, public profile, and program exposure for our key constituents. The Director of Marketing & Communications will be involved in organization-wide strategic and business planning, evaluation, and professional development initiatives, including the Community of Practice comprised of 24 affiliates nationwide.

This position is an exciting opportunity to be part of a national organization that is accelerating its four-year strategic plan and addressing pandemic learning loss and national inequities in education opportunities.

This is a full-time remote position that reports to the Chief Development Officer and supervises the National Communications Manager.

Responsibilities

Strategy & Management

- Develop, implement, and evaluate an annual marketing and communications plan that includes social media, print and digital content, and email marketing that is aligned with organizational goals
- Ensure that the appropriate systems, staffing, and procedures are in place to properly and reasonably support marketing and communications
- Develop and manage annual budgets for marketing & communications
- Collaborate with National office departments to design and implement communications strategies and effective messaging for organizational and project-specific goals
- Assist development staff with fundraising appeals and events

Content Strategy & Brand Management

- Ensure that brand identity messaging, and marketing and communications strategy are infused in all organizational efforts (programming, development, network support)
- Develop, implement, and evaluate marketing campaigns related to programs, special events, and donor cultivation
- Oversee the development, design, distribution, and maintenance of high-quality print and electronic collateral including, but not limited to annual report, brochures, presentations, newsletters, and reports
- Lead the strategy and generation of engaging digital content for the website, social media and email channels that leads to measurable action

Press & Public Relations

- Secure media coverage and PR support for Breakthrough Collaborative
- Identify trends, monitor current events and influencers to anticipate opportunities for Breakthrough to engage in and/or lead the national conversation on sustainable urban regeneration
- Guide the strategy on press outreach, including messaging in press releases, creation of press kits and materials, interview preparation, and responses to media requests
- Develop partnerships with members of the media

Learning, Collaboration & Leadership

- Collaborate with colleagues on special projects
- Grow and nurture relationships with internal and external stakeholders at all levels of the organization
- Engage in learning and community experiences and present at Breakthrough meetings, trainings, and conferences (virtually and in-person)

Qualifications

Members of our team bring relevant experience, knowledge, and skills, as well as a commitment to our shared values and norms. While no one individual will possess all of the desired qualifications, we are looking for a candidate who possesses the appropriate and necessary blend of the following:

Educational & Work Experience

- Bachelor's degree in a related field required

- At least 5-8 years of professional experience, including leading the communications, marketing, social media and public relations activities of a high-growth organization
- Experience managing professional staff
- Experience working as a member of a remote and geographically dispersed team preferred

Skills

- Ability to assess the interests of various audiences and communicate ideas to compel individuals to action
- Demonstrated understanding of ethics related to fund development activities and ability to use discretion in interactions with donors, prospects, volunteers, and others
- Detail-oriented with strong troubleshooting, analytical, and problem-solving abilities
- Strong collaboration skills and team orientation
- Exceptional written, oral communication, and interpersonal skills
- Desire and ability to work, grow, and learn in a fast-paced environment
- Experience working with Salesforce, Asana, and/or other fundraising and project management platforms highly desired
- Ability to travel locally and nationally several times each year (*business travel at Breakthrough is slowly resuming, pending public health considerations*)

Values

- Deep commitment to educational equity and Breakthrough's mission
- Commitment to building community and growing relationships virtually as a member of a remote team

Our Team

The National Director of Philanthropy is a member of Breakthrough's National (headquarters) team of approximately 20 people. The National Office supports the work of Breakthrough's affiliates and works in service of our mission. The National Office provides leadership, resources, and support in the core areas of program development, Teaching Fellow recruitment, standards, evaluation, affiliate capacity building, professional development, brand management, and fundraising.

The National Office is located in the Bay Area, California. Our team has been largely remote for several years and staff are located throughout the continental U.S. Our team convenes in-person several times per year. (*Note, business travel is slowly resuming, pending public health considerations*)

Compensation & Benefits

The salary range for this position is commensurate with experience and expertise. We offer competitive health benefits, a 401k retirement contribution, and a generous paid time-off policy. Most importantly, we offer the opportunity to work with and learn from an amazing group of mission-driven professionals!

To Apply

Please submit a thoughtful cover letter and resume that outlines how your skills and experiences meet the qualifications of the position. All application materials must be submitted through this URL:

<https://breakthrough.tfaforms.net/306512>.

Applications will be reviewed on a rolling basis, with preference given to candidates submitting applications by **Friday, July 30, 2021**. The hiring process typically takes four to six weeks. We hope to begin the onboarding process for our new colleague in September.