Director, Impact and Communications  
(Job Number: 75619BR)

<table>
<thead>
<tr>
<th>Campus Location</th>
<th>Off-Campus: Seattle</th>
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<tbody>
<tr>
<td>Department Name</td>
<td>Mary Lou Fulton Teachers College</td>
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<tr>
<td>Full-Time/Part-Time</td>
<td>Full-Time</td>
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<tr>
<td>Grant Funded Position</td>
<td>This is a grant funded position and is contingent on future grant funding.</td>
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<tr>
<td>Salary</td>
<td>Depends on Experience</td>
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<tr>
<td>Close Date</td>
<td>March 7, 2022</td>
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<tr>
<td>Job Description</td>
<td>We are looking for a Director of Impact and Communications to play a vital role in ensuring that CRPE’s wide-ranging research makes a difference in the field by seeding a focus on impact throughout the lifecycle of our work and leading strategic communications initiatives across our programs. In collaboration with CRPE researchers and partners, the director of impact and communications will develop and execute a variety of efforts to amplify our work, highlight important research, ask urgent questions, and engage in public dialogue—all with the goal of building and sustaining urgency for systems change in K-12 education. Reporting to the Executive Director, the Director of Impact and Communications partners develops strategy with the leadership team—both holistically across the organization and for individual projects and products—to ensure the broadest possible reach and impact of CRPE’s work. They plan and direct communications strategies; lead program teams in identifying goals, audiences, and messages; and oversee the execution of communications strategies, including by engaging with external partners. The ideal candidate has a proven ability to take initiative, conceive and make the case for ideas, and drive processes forward even in ambiguous situations. They can synthesize complex ideas and manage projects effectively. They can simplify complex ideas without sacrificing meaning and depth. They learn quickly, think critically and analytically, and adapt when priorities change. They have experience cultivating and managing a large number of internal and external relationships.</td>
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About CRPE
The Center on Reinventing Public Education believes inequities are hard-wired into our public education system in both obvious and subtle ways. Our core business is studying efforts to rewire the system for ongoing improvement, and excellence for every student—moving from the classroom, to the school, to policy implications. We envision a public education system that truly prepares every student for the challenges of the future. We fulfill this mission through:

- Research: We produce world-class research that’s interesting, significant, and trustworthy.
- Thought leadership: Our analysis looks around the corner, comments on relevant issues, and proposes new ideas.
- Engagement with leaders: We prioritize learning from city, state, and nonprofit leaders in their communities and we inform their work with evidence.
CRPE seeks team members who are passionate about systems change and embrace the idea that public education is a goal, not a set of institutions. The following core values guide our work:

- Curiosity: We look around the corner
- Excellence: We do world-class research that’s interesting, significant, and trustworthy
- Teamwork: We’re clear, focused, and productive together
- Ownership: We’re all responsible for CRPE’s success
- Communication: We’re clear and honest with each other
- Camaraderie: We appreciate each other
- Integrity: We’re professional and ethical
- Equity: We are committed to an ongoing and active fight against racism and injustice

CRPE has played a national role in studying the impact of the COVID pandemic on school systems and policy, and we study new methods of schooling that will inform rebuilding efforts post-pandemic.

To learn more about our work, visit CRPE’s website

**Essential Duties**

- Develops and executes impact strategy to enhance CRPE’s reputation, advance its position with constituents, and drive broader awareness and funder support. With the communications manager, editorial director, and other colleagues, develops approaches to successfully implement the strategies.
- Oversees external communications operations, including product/publication promotion and marketing. Leads program teams in identifying communications goals and conceptualizes, and assess strategies aimed at external and internal audiences.
- Identifies new and/or underdeveloped audiences for CRPE’s work and ways to reach them.
- Assists with developing annual strategic goals and objectives of the Center.
- Builds relationships with media and serves as CRPE representative publicly; identifies opportunities for and successfully pitch earned media and thought leadership commentaries.
- Plans, directs, and reviews digital strategy, including email, website, and social media.
- Define ways to assess the impact of our work and strategies to adjust based on what’s learned.
- Conceives and executes strategies to ensure effective funder engagement.
- Supervises communications manager.
- Translates complex ideas into succinct, impactful materials, including media kits, fact sheets, and toolkits for partner engagement.

**Minimum Qualifications**

Bachelor’s degree in a field appropriate to the area of assignment AND eight (8) years of related administrative experience, which includes five (5) years of supervisory experience; OR, Twelve (12) years of related administrative experience, which includes five (5) years of supervisory experience; OR, Any equivalent combination of education and/or experience from which comparable knowledge, skills and abilities have been achieved.
Desired Qualifications

- Bachelor’s degree
- Seven or more years’ experience developing and executing impact and/or communications strategy at a mission-driven nonprofit, communications firm, education institution, media organization, or other setting focused on strategically disseminating information to build engagement and achieve social impact
- Demonstrated understanding of the structures and challenges in K-12 education and the primary organizations and influential actors
- Demonstrated knowledge and passion for the mission and objectives of the Center on Reinventing Public Education, specifically in improving the education system on behalf of underserved students and communities
- Demonstrated ability to build and sustain productive relationships with a wide variety of stakeholders and effectively manage multiple concurrent projects; ability to manage up, down, and laterally as needed.
- Demonstrated ability to develop and advocate for ideas and identify opportunities to increase impact
- Experience developing, executing, and evaluating digital strategy
- Demonstrated ability to build media relationships and earn media placement
- Ability to work at a fast pace, with a high volume of output
- Experience writing clear, compelling content

Working Environment

- CRPE offices are located in Seattle, Washington, but CRPE welcomes remote applicants from anywhere in the United States
- Activities are performed in an environmentally controlled office setting subject to extended periods of sitting, keyboarding and manipulating a computer mouse
- Regular activities require ability to quickly change priorities which may include and/or are subject to resolution of conflicts
- Ability to clearly communicate verbally, read, write, see and hear to perform essential functions
- Ability to work evening and weekend hours as necessary on short or limited notice
- Position receives regular review of objectives

Department Statement

ASU’s Mary Lou Fulton Teachers College creates knowledge, mobilizes people, and takes action to improve education. Nationally recognized as a leader in teacher preparation, leadership development and scholarly research, Mary Lou Fulton Teachers College prepares over 7,600 educators annually. MLFTC faculty create knowledge by drawing from a wide range of academic disciplines to gain insight into important questions about the process of learning, the practice of teaching and the effects of education policy. MLFTC mobilizes people through bachelor’s, master’s and doctoral degree programs, through non-degree professional development programs and through socially embedded, multilateral community engagement. MLFTC takes action by bringing people and ideas together to increase the capabilities of individual educators and the performance of education systems.

Aligned with ASU’s commitment to justice, equity, diversity and inclusion, MLFTC is committed to advancing systemic equity in our curricula, programming and institutional relationships. The college’s core value of Principled Innovation connects individual decision making to the pursuit of systemic equity.

ASU Statement

Arizona State University is a new model for American higher education, an unprecedented combination of academic excellence, entrepreneurial energy and broad access. This New American University is a single, unified institution
comprising four differentiated campuses positively impacting the economic, social, cultural and environmental health of the communities it serves. Its research is inspired by real world application blurring the boundaries that traditionally separate academic disciplines. ASU serves more than 80,000 students in metropolitan Phoenix, Arizona, the nation's fifth largest city. ASU champions intellectual and cultural diversity, and welcomes students from all fifty states and more than one hundred nations across the globe.

**COVID-19 Vaccination Requirements:** Arizona State University is a federal contractor and subject to federal regulations which may require you to produce a record of a COVID-19 vaccination. For questions about medical or religious accommodations, please visit the Office of Diversity, Equity and Inclusion's webpage

ASU is a tobacco-free university. For details visit [https://wellness.asu.edu/explore-wellness/body/alcohol-and-drugs/tobacco](https://wellness.asu.edu/explore-wellness/body/alcohol-and-drugs/tobacco)

Arizona State University is a VEVRAA Federal Contractor and an Equal Opportunity/Affirmative Action Employer. All qualified applicants will be considered without regard to race, color, sex, religion, national origin, disability, protected veteran status, or any other basis protected by law.

**Notice of Availability of the ASU Annual Security and Fire Safety Report**

In compliance with federal law, ASU prepares an annual report on campus security and fire safety programs and resources. ASU’s Annual Security and Fire Safety Report is available online at [https://www.asu.edu/police/PDFs/ASU-Clery-Report.pdf](https://www.asu.edu/police/PDFs/ASU-Clery-Report.pdf). You may request a hard copy of the report by contacting the ASU Police Department at 480-965-3456.

Relocation Assistance – For information about schools, housing child resources, neighborhoods, hospitals, community events, and taxes, visit [https://cfo.asu.edu/az-resources](https://cfo.asu.edu/az-resources).

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<thead>
<tr>
<th>Employment Verification</th>
<th>ASU conducts pre-employment screening which may include verification of work history, academic credentials, licenses, and certifications.</th>
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<tr>
<td>Background Check Statement</td>
<td>ASU conducts pre-employment screening for all positions which includes a criminal background check, verification of work history, academic credentials, licenses, and certifications. Employment is contingent upon successful passing of the background check.</td>
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<tr>
<td>Instructions to Apply</td>
<td>Application deadline is 3:00PM Arizona time on the date indicated.</td>
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<td>Please include all employment information in month/year format (e.g., 6/88 to 8/94), job title, job duties and name of employer for each position.</td>
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<td>Resume should clearly illustrate how prior knowledge and experience meets the Minimum and Desired qualifications of this position.</td>
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<td>ASU does not pay for travel expenses associated with interviews, unless otherwise indicated.</td>
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<td>Only electronic applications are accepted for this position. #75619BR</td>
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