

Director of Strategic Communications (Job Number: 105722BR)

Campus Location	Off-Campus: Other US Locations
Department Name	Mary Lou Fulton Teachers College
Full-Time/Part-Time	Full-Time
Grant Funded Position	This is a grant funded position and is contingent on future grant funding
Salary	\$80,000 - \$175,000 per year; DOE
Close Date	December 2, 2024
Job Description	<p>The Center on Reinventing Public Education (CRPE) with Mary Lou Fulton Teachers College is seeking an experienced, intellectually curious, and dynamic professional to assume the evolving role of the next Communications Director.</p> <p>The Director of Strategic Communications will be responsible for developing and overseeing the execution of CRPE’s communications strategies, all with the goal of reinventing the public education delivery model to prepare all American students to solve tomorrow’s challenges.</p> <p>The ideal candidate will be familiar with the political and education landscape, has a solid track record of strategic communications in education policy or research and has demonstrated success in devising and executing a national communications program.</p> <p>CRPE is a strong fit for professionals who possess an entrepreneurial spirit, enjoy working in a fast-paced, high-impact environment, have a high degree of professionalism, and who are committed to creating equitable opportunities for children, families, and educators. The Director of Strategic Communications will report to the Center Director.</p> <p>About CRPE The Center on Reinventing Public Education (CRPE) is a nonpartisan research center founded in 1993, affiliated with Arizona State University. Staff work remotely across the U.S.</p> <p>CRPE 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:</p> <ul style="list-style-type: none"> • 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.

	<p>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:</p> <ul style="list-style-type: none"> • Equity: We are committed to an ongoing and active fight against racism and injustice • Curiosity: We ask questions that “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 <p>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, such as innovative teacher preparation approaches, Artificial Intelligence, and novel school governance models. To learn more about our work, visit CRPE’s publications and newsroom pages, which feature our most recent thinking on education issues in play today.</p>
<p>Essential Duties</p>	<ul style="list-style-type: none"> • Build and execute CRPE’s multi-channel communications strategy and program (with measurable goals and benchmarks). • Develop CRPE’s brand voice and maintain brand integrity across all platforms. Develop messaging and creative communications assets and provide strategic communications guidance to staff and research partners as appropriate. • Lead all internal and external communications efforts. • Identify, hire/contract, and manage communications team, consultants, vendors, and/or products needed to support the communications program. • Serve as the communications content expert at CRPE; stay abreast of new developments, opportunities, and threats that will impact public education issues and initiatives; and build relationships with national, state, and local education-related organizations and peers across the country to leverage best practices. • Support the research team in setting a communications strategy that supports their respective research project priorities, the organization’s overall mission, and related grant metrics. • Provide consistent and timely information across the organization to employees and consultants through various communication mechanisms. • Manage CRPE’s digital communications program, including developing and maintaining the website, and social media channels, tracking engagement, and making data-driven decisions. • Direct all media relations and outreach, including developing positive professional relationships with various media members. • Write, design, and produce various publications for a variety of targeted audiences, including announcements, social media, collateral, videos, and reports to achieve project and organization goals.

	<ul style="list-style-type: none"> • Lead the development of a plan to ensure CPRE participation and presence at targeted events and conferences; support event planning and production for multiple audiences; and prepare presentations and speeches as needed. • Develop, implement, and adhere to the communications program budget. • Act as CRPE spokesperson as needed. • Create, track, and report on goals, outcomes, and performance metrics.
Minimum Qualifications	<p>Bachelor's degree in Marketing, Public Relations, Communications, Arts Administration, or related field AND eight years experience in planning and implementing a comprehensive communication/marketing program for an organization, including five years of supervisory experience; OR, Any equivalent combination of education and/or experience from which comparable knowledge, skills and abilities have been achieved.</p>
Desired Qualifications	<p>The most competitive candidates for this position will possess many of the following experiences and skills:</p> <ul style="list-style-type: none"> • Ten (10) years of experience in public relations, research, and/or nonprofit communication. • Significant experience and networks with the national organizations and individuals who influence U.S. education policy and action landscape. • Experience in developing and executing strategic communications plans and programs, including managing and motivating a team. • Evidence of strong messaging and storytelling skills, with the ability to synthesize and translate complex research language or strategy to gain broad appeal and generate action. • Demonstrated proficiency with communications technologies (e.g., CRMs systems, search engine marketing, etc.), as well as familiarity with copywriting, graphic design, layout, publishing, and digital graphics production. • Demonstrated ability to bring attention and action to new ideas and research findings. • Evidence of organizational skills and the ability to multitask and prioritize projects while working on a deadline or in a fast-paced environment. • Evidence of effective communication, interpersonal, and collaboration skills; high standards for precision accuracy.
Working Environment	<ul style="list-style-type: none"> • 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 the ability to quickly change priorities which may include and/or are subject to the resolution of conflicts • Ability to clearly communicate 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	<p>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 8,000 educators annually. MLFTC faculty create</p>

	<p>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.</p> <p>Aligned with ASU's charter, MLFTC is committed to advancing inclusive excellence in our curricula, programming and institutional relationships. The college's core value of Principled Innovation connects individual decision making to the pursuit of inclusive excellence.</p>
ASU Statement	<p>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.</p> <p>ASU is a tobacco-free university. For details visit www.asu.edu/tobaccofree AmeriCorps, Peace Corps, and other national service alumni are encouraged to apply.</p> <p>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.</p> <p><u>Notice of Availability of the ASU Annual Security and Fire Safety Report</u> 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. You may request a hard copy of the report by contacting the ASU Police Department at 480-965-3456.</p> <p>Relocation Assistance – For information about schools, housing child resources, neighborhoods, hospitals, community events, and taxes, visit https://cfo.asu.edu/relocation-services.</p>
Employment Verification	ASU conducts pre-employment screening which may include verification of work history, academic credentials, licenses, and certifications.
Background Check Statement	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.
Instructions to Apply	Application deadline is 3:00PM Arizona time on the date indicated.

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.

Resume should clearly illustrate how prior knowledge and experience meets the Minimum and Desired qualifications of this position.

Only electronic applications are accepted for this position.

[#98216BR](https://cfo.asu.edu/applicant)
