

Marketing Manager, Community Educator Engagement Next Education Workforce Initiative Job Number (81371BR)

Campus Location	West
Full-Time/Part-Time	Full-Time
Grant Funded Position	This is a grant-funded position and is contingent on future grant funding.
Salary	\$47,450 - \$80,000 per year; DOE
Close Date	August 8, 2022
Job Description	<p>Data clearly shows that the COVID-19 pandemic has led to instructional loss and unfinished learning among all Arizona students with disproportionate impacts on our most vulnerable learners. An obvious solution to address these challenges would be to ask teachers to help accelerate this recovery. However, we cannot ask an overstretched teacher workforce to do even more.</p> <p>The Arizona Community Educator Initiative (AZCE) is a recently funded initiative that will systematically add additional capacity to Arizona’s educator workforce by intentionally bringing members of the community, with training and support, into our PK-12 learning environments and galvanize the field of community educators in Arizona.</p> <p><i>Community educator</i> is an umbrella term that describes individuals who provide capacity and insight in service of deepening and personalizing student learning. They enrich learning environments by forging authentic relationships, sharing expertise and expanding networks. They work in schools, community-based organizations and anywhere that learning happens.</p> <p>The person hired for this role will combine the skills of a strategic marketer and a marketing communications professional to meet both B2C and B2B goals for growing enrollment in courses that will prepare people to serve as community educators who can help meet the needs of P-12 learners in Arizona.</p> <p>The Marketing Manager will report to the Marketing Director of Mary Lou Fulton Teachers College and work as part of the Mary Lou Fulton Teachers College marketing team in close collaboration with the leadership of the Arizona Community Educator Initiative, as well as with colleagues in the college’s Marketing and Communications team and Next Education Workforce Initiative.</p> <p>To conduct B2C marketing, the Marketing Manager will work with peers to develop effective, targeted marketing collateral in all media aimed at engaging individual community educators.</p> <p>To conduct B2B marketing, the Marketing Manager will work with peers to identify and engage companies, nonprofit organizations and other institutions that may have an interest in encouraging their employees and stakeholders to become community educators.</p>

	<p>The ideal candidate is a mission-driven professional who combines entrepreneurial energy with strategic thinking. The successful candidate will quickly gain an understanding of the college's Next Education Workforce initiative and the role community educators play in that vision and will be a proactive, action-oriented professional who thrives in a fast-paced, team-based and results-oriented work environment.</p> <p>Career paths likely to have provided good preparation for this role include business development, corporate relations management, B2B marketing, and K-12 school leadership.</p>
<p>Essential Duties</p>	<ul style="list-style-type: none"> • Work with colleagues to drive enrollment in community educator preparation courses • Identify companies, nonprofits and other organizations whose employees and stakeholders can participate in community educator preparation courses • Develop and execute B2B and B2C marketing plans: identify target audiences, develop core messages and value propositions, and implement marketing communications strategies and tactics • Work with MLFTC marketing and communications teams to develop and distribute effective communications in all media • Contribute to design and maintenance of effective data management practices through Salesforce or similar platform • Lead events and group presentations, both face-to-face and virtual, as assigned • Log phone, email, in-person meetings, and event outcomes in Salesforce per departmental best practices and procedures • Develop and maintain effective cross-team working relationships with colleagues throughout the college
<p>Minimum Qualifications</p>	<p>Bachelor's degree in a related field AND five (5) years of related experience; OR, Nine (9) years of related experience; OR, Any equivalent combination of experience and/or education from which comparable knowledge, skills and abilities have been achieved.</p>
<p>Desired Qualifications</p>	<ul style="list-style-type: none"> • Evidence of a customer-service orientation • Evidence of outstanding writing and editorial skills • Evidence of outstanding presentation and in-person communication skills • Ability to work independently, solve problems, make decisions and clearly explain one's thinking and rationale • Ability to make data-informed decisions • Ability to thrive in a fast-paced work environment and to pursue multiple projects simultaneously • Evidence of professionalism and ability to deliver and receive constructive feedback • Ability to use discretion and confidentiality when handling or exposed to sensitive information • A passion for education and an unwavering commitment to advocate for educators
<p>Working Environment</p>	<p>Most activities are performed in an environmentally controlled office setting subject to extended periods of being stationary, keyboarding and manipulating a computer mouse. Frequent moving of items up to 25 pounds. Regular activities require the</p>

	<p>ability to quickly change priorities, which may include and/or are subject to resolution of conflicts. May be required to perform tasks in the field within and/or across University campuses and local school sites which will require independent transportation. There is also the opportunity for a flexible work option.</p> <p>ASU is a diverse enterprise with a wide variety of work and learning modes, locations and a commitment to sustainability, innovation and employee work-life balance. We are determined to maintain our position as an employer of choice in a competitive labor market.</p> <p>Flexible work options</p> <ul style="list-style-type: none"> • Alternative work schedules can include four, 10-hour workdays in a workweek; a nine-day, 80-hour schedule over two workweeks for exempt employees only; and staggered start and stop times. • Hybrid work is an arrangement where employees spend a minimum of 60% of their regular workweek at their primary ASU work location. Dean or vice president-level approval is required
<p>Department Statement</p>	<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 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.</p> <p>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.</p>
<p>ASU Statement</p>	<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</p> <p>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.
Fingerprint Check Statement	This position is considered safety/security sensitive and will include a fingerprint check. Employment is contingent upon successful passing of the fingerprint check.
Instructions to Apply	<p>Application deadline is 3:00PM Arizona time on the date indicated.</p> <p>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.</p> <p>Resume should clearly illustrate how prior knowledge and experience meets the Minimum and Desired qualifications of this position.</p> <p>Only electronic applications are accepted for this position. #81371BR</p>