



**Job Title:** VP of Communication and Marketing

**Department:** Communication

**Reports To:** CEO

**Salary Status:** Exempt

**About us:** The Pinellas Education Foundation is dedicated to accelerating achievement for all students through the effective mobilization of innovation, relationships and resources. The Foundation has been in existence for 34 years and regularly achieves national recognition as a leading education foundation in the country. Some of our signature programs include Enterprise Village and Finance Park and Take Stock in Children, which are all initiatives that got their start in Pinellas County Schools and expanded through partnerships to statewide and international impact. Pivotal to our success is our commitment to equity, collaboration, and innovation. It is through the combination of a commitment to our vision and mission, an effective board, strong staff, and key community partners that the Foundation continues to thrive and maintain high levels of success.

**Job Description:** The Vice President of Communication and Marketing at the Pinellas Education Foundation demonstrates and reflects an understanding of and commitment to the mission and core values of the Foundation. The Vice President of Communication and Marketing is responsible for creating, implementing and overseeing a variety of communication and marketing strategies in support of the Pinellas Education Foundation. This role is responsible for designing and implementing comprehensive communication strategies focused toward the ultimate goal of significantly increasing awareness and positioning of the Foundation as a thought-leader in education. The communication and marketing functions include: keeping stakeholders informed of Foundation initiatives; supporting donor solicitation, stewardship and cultivation through communication; executing marketing campaigns and providing strategic leadership in Foundation positioning and branding efforts. The Vice President provides strategic guidance and manages a team of staff and volunteers that develops and disseminates messages and materials reflecting the goals, impact and mission of the Foundation to key stakeholders including donors, the school district, government agencies, local and state elected officials, and the public. This position will act as an ambassador for the Foundation. The Vice President of Communication and Marketing serves on the senior administrative team of the Foundation and directly manages one staff member.

**Responsibilities:**

**Leadership & Management:**

- Advance the mission, vision, and goals of the Foundation in concert with the CEO and as a member of the senior leadership team

- Serve as an exemplary public school and Foundation advocate with business and corporate partners; build relationships that closely link the community to the Foundation
- Perform as a member of the CEO's Senior Team and provide thoughtful, supportive, strategic and innovative leadership with other administrative colleagues
- Hire, train, inspire, supervise, coach and guide direct reports and the entire communications and marketing team, including volunteers, toward accountable, goal-oriented outcomes
- Lead the communication and marketing team in the development of annual plans and budgets for communication and marketing efforts
- Maintain and develop policies and procedures for effective, ethical communications

### **Communication & Marketing:**

- Provide strategic direction, manage messaging and apply quality control to ensure the excellence of the Foundation's communication efforts
- Assist with the creative communication and marketing strategies to support branding, awareness, events and fundraising efforts
- Lead brand management
- Support the CEO and Foundation board in all phases of communication and marketing activities
- Produce videos, talking points, fact sheets, event collateral and other special materials as needed to support the Foundation's marketing efforts
- Support and manage media relations
- Supply strategic communications counsel to all departments
- Create and implement a comprehensive communication and branding strategy including social media and mobile trends
- Serve as executive editor and oversee Foundation's various communication vehicles
- Oversee the creation of the Foundation's newsletter and semi-monthly blog
- Provide strategic direction and oversight on the Foundation's communication and branding efforts ensuring content and messages are timely, on-target and curated
- Work in conjunction with the Foundation's advancement team to develop marketing materials to assist with fundraising efforts and campaigns
- Oversee special projects designed to tell the Foundation's story of impact in public education, engage stakeholders and reaffirm the value of the Foundation
- All other duties as assigned by the CEO

**Educational/Experience:** A bachelor's degree is required. A minimum of ten years of experience as a senior level communication professional is requisite, including successful experience developing integrated communication programs, strategic planning and volunteer engagement initiatives. Familiarity with web and mobile trends, development and data analytics beneficial. Experience working in a public education institution, while not required, will be valued.

**Skills:** Strong organizational, supervisory, team building, and leadership skills are essential. Exemplary interpersonal skills and writing skills are essential, as is the ability to affect favorably sophisticated donors, volunteers and academic leaders.

**Physical Demands:**

The physical demands described herein are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform these functions.

**Work Environment:**

The work environment characteristics described herein are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform these functions.

**Disclaimer: The job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee. Duties, responsibilities and activities may change or new ones may be assigned at any time with or without notices.**

Interested applicants may fax (727-588-4822) or email [sharon.sarp@pinellaseducation.org](mailto:sharon.sarp@pinellaseducation.org) a cover letter, resume and salary expectations. Please include the words, "VP of Communication and Marketing" in the subject line. No phone calls will be accepted.