



## Pinellas Education Foundation

**Job Title:** Senior Director of Communications

**Department:** Advancement

**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 Senior Director of Communications at the Pinellas Education Foundation demonstrates and reflects an understanding of and commitment to the mission and core values of the Foundation. The Senior Director of Communications is responsible for designing and implementing comprehensive communication strategies aimed to significantly raise awareness and position the Foundation as a thought-leader in education with the ultimate goal of increasing fundraising revenue.

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 Senior Director provides strategic guidance and manages the communications team that develops and disseminates messages and materials reflecting the goals, impact and mission of the Foundation to key stakeholders with the main audience being donors and potential donors but also the school district, government agencies, local and state elected officials, and the public.

### **Responsibilities:**

- Create and implement a comprehensive communication and branding strategy including social media and mobile trends
- Provide strategic direction and oversight on the Foundation's communication and branding efforts ensuring content and messages are timely, on-target and curated
- Lead the communications team in developing donor-centric materials to communicate impact to existing donors
- Create relevant materials for fundraising campaigns to attract new donors
- Produce videos, talking points, fact sheets, event collateral and other special materials as needed to support the Foundation's fundraising and marketing efforts
- Support and manage media relations

Updated 10.11.2022

- Work cooperatively with all departments to complete communications tasks by deadline
- Serve as executive editor and oversee Foundation's various communication vehicles
- Oversee the creation of the Foundation's newsletter and semi-monthly blog
- Oversee special projects designed to tell the Foundation's story of impact in public education, engage stakeholders and reaffirm the value of the Foundation
- Serve as an exemplary public education and Foundation advocate with business and corporate partners; build relationships that closely link the community to the Foundation
- Perform as a member of the Foundation's Management Team and provide thoughtful, supportive, strategic and innovative leadership
- Hire, train, inspire, supervise, coach and guide direct reports and the communications team toward accountable, goal-oriented outcomes and deadlines
- Lead the communications team in the development of annual plans and budgets for communication and marketing efforts
- Maintain and develop policies and procedures for effective, ethical communications
- All other duties as assigned by the CEO

**Educational/Experience:** A bachelor's degree is required and a degree in communications, public relations or marketing is preferred. A minimum of seven years of experience as a senior level communications professional is required, including successful experience developing integrated communications programs. Familiarity with web and mobile trends, development and data analytics beneficial. Nonprofit communications experience and experience writing donor communications a plus.

**Skills:** Strong organizational, supervisory, team building, and leadership skills are essential. Exemplary interpersonal skills and writing skills are essential. Must be able to keep up with a fast-paced work environment and be able to quickly prioritize competing tasks.

**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.**

*Please email cover letter, resume and salary expectations to Anna Marrali (anna.marrali@pinellaseducation.org).*

*Please include the words, "Senior Director of Communications" in the subject line. No phone calls please.*

Updated 10.11.2022