

**POSITION ANNOUNCEMENT: Communications Director**  
**ORGANIZATION: Grantmakers for Education**  
**LOCATION: Portland, OR**

**\*\*Application materials must be received by 8am on Monday, July 20, 2009\*\***

**Organizational Overview:** Grantmakers for Education (GFE) is philanthropy's knowledge source for achieving results in education. Its mission is to improve the knowledge, networks and impact of education grantmakers to help them improve student achievement and opportunities.

Founded in 1995, GFE is a national network of nearly 250 foundations, corporate giving programs, and individual donors; its members represent a diverse and experienced cross-section of grantmakers working to strengthen programs, systems and institutions from pre-kindergarten through higher education. GFE brings philanthropic attention and resources to bear on the most urgent educational issues confronting our nation. One important way that GFE can help funders be effective is by proactively and deliberately bringing diverse perspectives and experiences to the table in discussions about possible strategies and solutions.

GFE provides professional development, information and networking to help foundations and donors enhance the results of their grantmaking. GFE's offerings include workshops and convenings that range from web seminars to its highly-rated national conference; information sharing, including a monthly electronic newsletter, GFE-sponsored case studies, research, and reports; member-driven study groups and briefings; networking through GFE's web-based member directory; research; and consultation. GFE believes that attention to the diversity of people and organizations involved in GFE helps foster a learning environment that leads to greater analysis, deeper reflection and better decision-making by grantmakers.

*Driven by a passion for expanding educational opportunity and recognizing that deep achievement and attainment gaps exist between students of different races/ethnicities and different means, GFE believes that a commitment to diversity can better help the field identify ways of improving educational equity and excellence for all students. Identifying, attracting and recruiting candidates from a variety of personal and professional backgrounds is a high priority for GFE.*

**Position Overview:** The Communications Director is responsible for providing the strategic direction, design and execution of Grantmakers for Education's communications. Communications objectives include increasing the engagement and satisfaction of our current member network, expanding GFE's membership base and positioning GFE as the nation's leading network enhancing the impact of education grantmaking. The Communications Director will work with GFE's Executive Director, staff team, board members, and volunteers to develop and execute a strategic communications plan, enhance and reinforce GFE's brand, build GFE's reputation and visibility, and market GFE's programming and membership. Leading the communications and member services staff team, she/he will supervise GFE's Member Services Manager and manage the work of a number of external consultants.

Based in Portland, OR, the Communications Director will report to the Executive Director and, as a senior leader of GFE, help shape the vision and direction of the organization. With a lean and dedicated staff of six, the contributions of each team member are essential to the overall success of GFE. Thus, the successful candidate will be a self-starter with a collaborative approach to leadership, deep commitment to GFE's mission, high attention to detail and dedication to quality, and an open, inclusive work style. We seek a candidate who can provide strategic vision and also roll up his or her sleeves for hands-on work.

This position is a unique opportunity to be part of an entrepreneurial, fun and collaborative team that is enhancing the impact of education philanthropy.

### Responsibilities include:

- **Strategic communications:** Work with the staff and board to develop a strategic communications plan to enhance GFE's impact, reputation and membership. Refine GFE's brand identity, and establish a style guide and communications templates that reinforce the brand. Conduct ongoing market research to evaluate current and future marketing and communications efforts.
- **Website management and maintenance:** Serve as chief editor and content developer for GFE's website. Analyze site usage statistics to maximize usability and impact. Lead the redesign of GFE's website and the refinement and expansion of GFE's e-communications. Determine a viable, sustainable knowledge management strategy to replace GFE's current system.
- **Electronic communications:** Serve as chief editor for GFE's monthly e-newsletter. Identify opportunities for GFE to engage new and existing audiences via Web 2.0/social networking tools. Gather, synthesize and analyze emerging knowledge about education philanthropy to provide synopses and online content for GFE's newsletter and website.
- **Marketing:** Develop and implement marketing and communications strategies for GFE programs. Produce program marketing announcements, brochures and collateral. Strengthen GFE's articulation of its value proposition and reinforce the benefits of joining GFE through strategic differentiation of services to members, messaging, and pricing strategies.
- **Production of GFE publications:** Create and produce GFE's print materials including reports, case studies and other print collateral. Develop and manage production calendars, coordinate messaging and branding, write content as needed, review design, edit and oversee vendors. Ensure that quality, timeline and budgetary objectives are met.
- **Dissemination:** Develop and implement a dissemination strategy for GFE's publications and oversee their successful distribution. Identify relevant audiences and build GFE's organizational contact lists.
- **Membership Development:** In partnership with Member Services Manager, ensure the continued growth and retention of GFE's membership, increase member engagement and utilization of GFE's services, and identify opportunities to enhance member value. Participate in grantwriting and resource development activities.
- **External relations:** Develop and maintain relationships with appropriate media outlets. Field all press inquiries. Represent GFE at public functions as needed. Develop strong relationships with communications staff at member foundations. Write speeches and design presentations for GFE's executive director and board members.
- **Management:** Mentor and support staff members to enable them to take on progressive levels of responsibility and ownership. Assist Executive Director in organizational strategy and development. Provide project management on special initiatives as assigned.
- **Electronic asset management:** Develop, execute and maintain a strategy for producing and protecting electronic corporate assets, including original art and copy files such as logos, signatures and photos; web and desktop templates and derivatives; database files; and archived work products.

### Qualifications:

- At least 7 years of progressively responsible communications experience, including marketing, digital marketing strategy, print and electronic publications, and strategic communications. Knowledge and experience in the fields of education and/or philanthropy strongly preferred.
- Exceptional written and oral communication skills, including the ability to produce compelling copy in both print and online media for diverse audiences. Experience in developing, editing, proofing and maintaining online and print content and managing production processes.
- Excellent project management skills. Demonstrated ability to handle multiple projects simultaneously, set priorities, organize time and identify resources for projects in a fast-paced environment. Meticulous attention to detail at all levels of work. Candidates should have demonstrated experience negotiating contracts and managing relationships and budgets with external professional service providers, including graphic designers, writers and web developers.
- Strong strategic and tactical web editorial skills, with at least 4 years of website management experience.
- Proficiency with best practices in web usability, information architecture and interpretation of web analytics.
- Passion for and commitment to the mission of GFE and the success of its member organizations.

- High technical proficiency, and ability to quickly learn new software. Proficient in the following software: Dreamweaver or comparable (advanced); MS Word, Powerpoint and Outlook 2007 (advanced); Photoshop or comparable (intermediate); InDesign or comparable (intermediate).
- Proficient in various web scripting and markup languages: HTML (intermediate to advanced); CSS (intermediate); asp.net (basic); javascript (basic).
- Proficient in file transfer protocol (ftp) and maintaining web server files.
- Knowledge of basic design principles.
- Outstanding judgment and initiative, with the ability to decide and act independently while also ensuring alignment with the organization's values and priorities.
- Strong interpersonal skills and the ability to work effectively with a wide range of constituencies.
- Exceptional supervisory skills, with the ability to motivate and bring out the best in others.
- Comfort working and leading in a non-hierarchical, team-based environment where all employees' contributions are highly valued.
- Friendly, flexible attitude that enables people to bring their "whole selves" to the work environment; commitment to honoring diversity in its various forms; interest in learning from others.
- Bachelor's degree or equivalent experience required, with a concentration in communications, marketing, journalism, design or related field. Master's degree preferred.
- Ability to travel nationwide to attend GFE programs and meet with members (averaging 5-7 trips per year).

**Compensation:**

GFE offers competitive compensation, an excellent benefits package (including fully paid health insurance and a generous employer retirement contribution), and a collegial and flexible work environment.

**To Apply:**

Applications are due by **Monday, July 20 at 8:00am**, but Grantmakers for Education will begin screening and interviewing qualified applicants immediately, so interested applicants are encouraged to apply as early as possible.

**To apply, please submit the following materials electronically (PDF preferred) by 8am on July 20:**

- (1) A cover letter clearly outlining the specific skills and knowledge you'd bring to the job and how they are a good fit with the responsibilities of this position. (In other words, the letter should make clear why we should consider your application over others.)
- (2) A resume detailing relevant experiences, work history and accomplishments; and
- (3) A short writing sample.

All three of these materials must be submitted for your application to be reviewed. **Application materials should be submitted to: [GFEDcommunicationsDirector@gmail.com](mailto:GFEDcommunicationsDirector@gmail.com)**. In order to expedite the internal review process, please type your name (Last, First) as the only contents in the subject line of your e-mail. Please note that only applications submitted electronically will be considered. **No calls or other inquiries, please.** We will contact all unsuccessful applicants at the completion of our hiring process.