



## **Director of Marketing & Communications**

### Job Description

The Hunt Institute's mission is to provide unbiased research, technical expertise, and learning opportunities that equip and empower educators and policymakers to drive equitable reforms and become audacious champions for education. Since its establishment in 2001, The Institute has emerged as a recognized and credible leader in the movement to transform American public education and a go-to source for reliable, objective, and timely information. The Institute works at the intersection of education policy and politics, supporting state and national officials and empowering them to transform education. The Institute's mandate is to inspire and equip elected officials and senior policymakers to make informed decisions that improve the lives of all children, with its primary audience consisting of governors, legislators, and other elected and state-level policymakers.

### **Position**

The Hunt Institute is seeking a Director of Marketing & Communications (DMC) to develop, integrate, and implement a broad range of marketing and communications activities relative to the strategic direction and positioning of the organization, its leadership, and its mission-related work. A member of The Institute's leadership team, the Director of Marketing & Communications will create and execute The Institute's marketing and media strategies to include news media and social media. The DMC will contribute to the organizational strategic planning process and ensure that The Institute is viewed as the primary source, disseminator, and conduit of information within its diverse network and constituent base.

The DMC will report directly to the Vice President and be based out of The Hunt Institute's office in Cary, North Carolina.

### **Responsibilities**

- Serve as an integral part of The Institute's leadership team, contributing to overall strategy development and setting the course for success.
- Plan and execute a measurable marketing/public relations strategy that will allow The Institute's leadership to cultivate and enhance meaningful relationships with targeted, high-level external audiences, including the media, funders, partners, and key influencers.
- Identify challenges and emerging issues the organization faces; work with leadership team and staff to recognize internal and external communications opportunities and solutions and define and execute appropriate strategies to support them.

- Build and cultivate relationships with key contacts in print, broadcast, and digital media with an eye to building The Institute's reputation as the go-to source on education policy.
- Put print, visual, and new media vehicles in place to create momentum and awareness and test the effectiveness of these activities.
- Further define and protect The Institute's brand identity and voice as well as that of The Institute's President & CEO through content.
- Craft high-quality internal and external written materials, including, but not limited to press releases, media advisories, op-eds, letters to the editor, newsletters, and targeted marketing materials.
- Oversee The Institute's online social media efforts, including Twitter, Facebook, LinkedIn, Instagram, and YouTube, as well as The Institute's blog, the Intersection.
- Create and sustain a culture that every member of The Institute team is responsible for brand stewardship.
- Oversee the day-to-day activities of the communications team including budgeting, planning, and staff development.
- Set up accountability systems and nurture a growing sense of ownership within the communications team to ensure continued delivery of high-caliber products.
- Promote a culture of high-performance and continuous improvement that values learning and a commitment to quality.
- Other duties as assigned.

### **Qualifications**

- Commitment to the mission and vision of The Hunt Institute, alongside a passion for challenging entrenched systems of educational inequity towards the bettering of public education for all children.
- State-level policy experience and experience effectively communicating with policymakers.
- Well-versed in pitching reporters with proven media placements.
- Experience working in a communications capacity for political campaigns, PACs, advocacy campaigns, or political committees.
- Proficiency in Microsoft Word, Excel, Outlook and PowerPoint.
- Experience in developing a marketing strategy to support company goals.
- The ideal candidate will also have experience with Adobe Creative Suite (InDesign, Illustrator, Photoshop); MailChimp (or similar email management system); Cision (or similar media database); and experience shooting and directing video content.
- Passion for investing in the growth of colleagues; able to motivate and rally support in service of organizational mission and goals.
- A strong work ethic, with a results-oriented philosophy and personal qualities of trustworthiness, openness, accessibility, kindness, flexibility, and a sense of humor.

- Ability to handle multiple assignments and meet deadlines.
- Ability to pay attention to accuracy and detail while thinking broadly.
- Willingness to identify gaps in our processes and design and implement new systems to address those gaps.
- Bachelor's degree in journalism, communications, or related field is required; an advanced degree is preferred.
- Minimum of 10 years demonstrated experience and leadership managing a comprehensive strategic communications/media relations/marketing program to advance an organization's mission and goals.
- Ability to travel (anticipated 15-20%).

**Ideal candidates will also demonstrate:**

- Knowledge of state and national P-16 education policy.
- Resourcefulness and good judgment.
- Leadership by example.
- The value of diversity of thought, backgrounds, and perspectives.
- Integrity/ethics beyond reproach.
- Constant seeking to apply best practices.
- Willingness to work collaboratively and consider new ideas.
- Commitment to The Hunt Institute's mission, vision, financial stability, and success.

**Equal Employment Opportunity**

At The Hunt Institute, Equal Employment Opportunity is our commitment and goal. All qualified candidates will receive consideration for employment without regard to race, national origin, gender, age, religion, disability, sexual orientation, veteran status, marital status, or any other protected status designated by federal, state, or local law. Applicants are encouraged to confidentially self-identify when applying. Employment is contingent upon successful completion of a reference check and background investigation.

To apply: Please submit cover letter, along with a résumé or CV, and a writing sample (no more than five pages; sections from a longer paper can be submitted) to [applicant@hunt-institute.org](mailto:applicant@hunt-institute.org) with the subject line "Last Name – Director of Marketing & Communications." No phone calls, please.