



## Senior Director, Communications and Marketing

[Center for Learner Equity](#)

Full-Time Remote Opportunity

The Center for Learner Equity (CLE) is seeking a creative, strategic, and experienced individual to join our team as the Senior Director of Communications and Marketing. Qualified candidates from diverse backgrounds, including individuals with disabilities, are highly encouraged to apply. Application instructions and details about our referral award program are provided below.

### ABOUT THIS ROLE

The Senior Director of Communications and Marketing partners with CLE staff, Board members, funders, and consultants to ensure the organization's external communication and brand is clear, inclusive, and compels stakeholders to act to advance our mission and vision. As the leader of the Communications and Marketing team, the Senior Director is responsible for developing CLE's communication and brand strategy, leading people and projects to execute that strategy, and partnering with the co-founders, other senior staff, and consultants to position the organization to secure funding for our research, programs, policy, and general operations.

### ABOUT THE CENTER FOR LEARNER EQUITY

The Center for Learner Equity works toward a future in which schools are designed for the margins from the start. We do so alongside our partners in the education reform and disability advocacy communities while providing expert guidance to policymakers, education leaders, and advocates that bridges the gap between theory and practice.

CLE is led by Lauren Morando Rhim, Executive Director and Co-Founder, has a dedicated team of 12 [staff](#), and is supported by a thoughtful and experienced [Board of Directors](#). Support for our research, policy, and programmatic work comes from national, regional, and city-focused foundations, state education departments, charter school associations, school districts, and similar stakeholders.

Over the last year, CLE has updated its strategic plan, changed its name, conducted equity and communications audits, invested in strengthening its Diversity, Equity, Accessibility, and Inclusion (DEAI) efforts, and hired additional staff to strengthen its research and operations functions. The Senior Director for Communications and Marketing will join the organization at an exciting time of evolution and growth.

## REPORTING RELATIONSHIPS

The Senior Director, Communications and Marketing will report to the Executive Director and serve on the Leadership Team alongside the leaders of Program, Policy, Operations, and the Senior Fellow. The Senior Director has one direct report, the Communications Coordinator, and oversees relationships with two long-term communications and media consultants.

## PRIMARY RESPONSIBILITIES

### External Communication, Storytelling, and Brand Strategy

- Develop, maintain, and evolve a communications and brand strategy in partnership with the leadership team and consultants.
- Set and achieve high standards for inclusive, compelling, and motivating messaging.
- Collaborate across departments to ensure CLE's mission, vision, and work is frequently and thoughtfully shared with key audiences, such as with educational leaders, policy makers, philanthropic leaders, education researchers, and advocates for students with disabilities.
- Directly supervise, coach, and develop members of the Communications and Marketing team (currently a Communications Coordinator) and identify, secure, and directly manage relationships with communications consultants such as graphic designers, technical writers, public relations professional, and copy editors.
- Enhance CLE's digital assets (e.g., website, blog, social media channels) and outreach systems (i.e., Constant Contact) to ensure they are accurate, optimized, and fully leveraged.
- Develop relationships and prepare staff to promote the organization's agenda and impact via mainstream media, press relationships, and specialized publications and channels.
- Create stakeholder communications and materials, such as quarterly newsletters, annual reports, project profiles, and fundraising materials to inform and inspire action.

### Marketing and Resource Generation

- Conduct research and maintain an active prospect list of mission-aligned foundations, associations, states, federal agencies, and other funders.
- Collaborate with leadership, Board, and other champions to develop new relationships, increase awareness and interest in CLE's research, policy, and program agendas, and steward relationships with program officers, investors, and key external stakeholders.
- Prepare co-founders, Board members, and others to solicit funding based on the prospect's needs and unique value CLE can provide.

## PREFERRED COMPETENCIES AND QUALIFICATIONS

The Center for Learner Equity seeks a Senior Director for Communications and Marketing with:

- Demonstrated experience in developing and implementing effective short and long-term communications and marketing plans which inform, inspire, and activate others. Experience driving fundraising, recruitment, engagement, community membership, and/or advocacy messages to relevant audiences strongly preferred.
- A passion for leveraging creative and diverse communication tactics to develop relationships and strengthen partnerships between mission-aligned organizations.
- Significant experience working in a related field (i.e. public relations, communications, press roles, policy lobbying, lawmakers office, political campaign) and alongside leaders in K-12 education (traditional, charter, or other sectors), policy makers, civil rights advocates, and philanthropic mobilizers.

- Excellent writing capabilities, including the ability to summarize complex information and motivate across a variety of contexts, audiences, mediums, purposes, etc. A strong public speaker preferred.
- Two or more years of experience directly managing others (staff and/or consultants).
- Competency with Microsoft Office and Google Suite is required. Familiarity with Adobe, Canva, Constant Contact, and similar platforms is highly desirable.

### SALARY AND BENEFITS

The salary range for this position is \$115,000 to \$130,000 annually.

The Center for Learner Equity is committed to providing employees with comprehensive and competitive benefits as part of their total compensation. This currently includes but is not limited to:

- 15 days of paid vacation leave, 10 days of paid wellness/illness leave, and 13 holidays
- a health insurance stipend of \$8,300 annually, in addition to base salary, to assist with the costs of healthcare at the employee's discretion
- no cost long-term disability insurance, short-term disability insurance, and life insurance
- a 401k plan with employer matching contribution of up to 4% of salary
- prorated reimbursement for cell phone and home internet usage

### LOCATION

CLE staff work remotely from the continental United States. Preference for candidates in the Washington, DC and New York City areas based on the location of events, retreats, and other staff.

### DIVERSITY, EQUITY, ACCESSIBILITY, AND INCLUSION (DEAI)

The Center for Learner Equity is deeply committed to Diversity, Equity, Accessibility, and Inclusion and we strongly encourage individuals of all racial, ethnic, and socioeconomic backgrounds to apply for this position. We look forward to reviewing applications from and meeting members of underrepresented groups and people with diverse life experiences. CLE is an equal opportunity employer. We prohibit discrimination on the basis of race, color, religion, sex, age, national origin, sexual orientation, gender identity or expression, disability, veteran status, marital status, or any other legally protected status.

### APPLICATION INSTRUCTIONS

All applications must be [submitted online](#) and include a resume, writing sample, and short answers to two questions about your interests. Application review will begin immediately and continue until the successful candidate has been selected.

To request accommodations or support, please contact [humanresources@centerforlearnerequity.org](mailto:humanresources@centerforlearnerequity.org).

### CANDIDATE REFERRALS

The Center for Learner Equity offers a Referral Award Program to reward people outside of our organization who refer qualified candidates to CLE. The referrer is eligible for a \$1,000 award. To qualify, the referral must be [submitted online](#), and the hired referred candidate must be employed by CLE and working continuously for at least 90 days.

All inquiries and referrals will be held in confidence.