



Branch Alliance for Educator Diversity

	Branch Alliance for Educator Diversity (BranchED) Director of Communications & Outreach
Organizational Description	<p>More than half of American public-school students are children of color, and only 20% of their teachers are from these same racial and ethnic groups. The Branch Alliance for Educator Diversity (BranchED) was founded in 2017 to empower, connect, and advance Minority Serving Institutions (HBCUs, HSIs, tribal colleges, and others) to maximize programming and drive innovation in preparing highly-effective educators who reflect and champion the diversity of our nation’s school children. These 290 Minority Serving Institutions (MSIs) comprise 13% of education providers in the United States, but train 51% of all Hispanic students earning bachelor’s degrees in education, 51% of Native Hawaiian and Pacific Islander teacher candidates, 38% of African American teacher candidates, and 35% of bachelor’s degrees in education for Native Americans and Asian Americans.</p> <p>BranchED is the first and only non-profit organization in the nation that is dedicated to strengthening and growing educator preparation at MSIs, with the larger goals of both diversifying the teaching profession and intentionally addressing critical issues of educational equity for all students. BranchED has three goals that guide its work:</p> <ul style="list-style-type: none"> • Empower: working together to strengthen and grow MSI educator preparation programs by providing capacity building support that enhances MSI capabilities • Connect: strengthening relationships among MSIs by building partnerships to spur collaboration and innovation • Advance: amplifying a collective voice and advocating for shared interests by promoting awareness of educator diversity and championing MSIs
Position Objective	<p>BranchED seeks an exceptional Director of Communications and Outreach to lead the planning and execution of the organization’s communications and community engagement strategy. The person who fills this role must understand and live the mission of BranchED and aspire to leverage their skills towards this purpose. This position requires an ability to identify key audiences and understand the needs of each audience, and what types of messaging/platforms would be most effective at reaching those audiences. The Director of Communications and Outreach will be an outstanding storyteller with excellent written and oral communications skills who creates engaging narratives that provoke thought and inspire action. They will be a strategic thinker who understands how the marketing strategy fits into the overall goals of the organization and will build thoughtful communications/engagement plans to actualize their vision. Finally, the Director of Communications and Outreach will be a skillful collaborator who works exceptionally well with internal and external stakeholders and partners.</p>



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<p>Essential Functions</p>	<p>Communication Strategy and Planning</p> <ul style="list-style-type: none"> - Build on BranchED’s overall communications strategy which should include: <ul style="list-style-type: none"> o Analysis of BranchED’s current communications efforts and assets o Communications objectives, metrics, and targets o Outreach strategies to engage stakeholders across all market segments o Development of editorial calendar o Resource planning to successfully execute strategic plan - Collaborate with external partners and internal colleagues to develop a communications and marketing strategy that will enable BranchED to achieve its objectives - Ensure that BranchED’s staff and key stakeholders (e.g. sponsoring organizations) understand the communications and outreach plan - Work closely with the President/CEO to ensure alignment and support all efforts to achieve fundraising and business development goals - Advise the President/CEO with respect to thought leadership strategies and earned media placement opportunities - Collaborate with President and senior team to develop annual communications budget <p>Communications/Outreach Execution</p> <ul style="list-style-type: none"> - Develop and manage editorial calendar; ensure internal and external stakeholders are kept apprised of changes - Expanding BranchED’s reach through various channels. - Develop compelling content aligned with communications strategy and the BranchED brand - Identify compelling story ideas and flesh them out by conducting reporting research through data analysis, input from colleagues and interviews with staff, donors, experts and partners - Strategically pitch to education and/or appropriate media (reporters and outlets) for earned media placement opportunities - Draft and edit content that is customized for each target segment and communications channel, such as e-mail, blogs, video, social media, press release, etc. - Strategically disseminate BranchED content to target audiences via owned, earned and paid media, social media platforms, events and press coverage - Manage the development, improvement and maintenance of all digital and print communications assets - Manage the communications budget - Assist with preparation of talking points, speeches, presentations, written donor stewardship and other supporting material, primarily for the President/CEO as needed - Represent BranchED and assist staff at events, conferences and other meetings as necessary
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	<p>Leadership</p> <ul style="list-style-type: none"> - Build and manage external relationships with contracted vendors/resources that perform communications-related functions such as website design and maintenance, publication design, freelance writing and/or photography and videography - Manage relationship with public relation and advertising vendors - Prioritize and manage allocation of human and financial resources <p>Other</p> <ul style="list-style-type: none"> - Research and stay abreast of national landscape issues and developments that impact BranchED curriculum (higher education, CAEP accreditation and standards, cultural competency, etc.) - Help cultivate an intentional organizational culture representing organizational values - Other duties as assigned
<p>Education & Experience</p>	<ul style="list-style-type: none"> - Bachelor’s degree in communications, journalism, or a related field; advanced degree a plus - 7+ years of experience in communications, journalism, or marketing - Outstanding writer and storyteller with the ability to adapt tone and style to engage and influence various audiences - Ability to achieve communications objectives through strategic and innovative packaging and dissemination of content - Demonstrated website management skills - Social media strategist with strong skills in various platforms (e.g., YouTube, Facebook, Twitter, Tumblr, Instagram) - Experience in or willingness to learn graphic design software, such as Adobe Photoshop, Illustration, and InDesign - Experience working with Microsoft Office 365, audio/video conferencing software, contact management software, document management software, group calendars, project management software, and other collaboration tools - Experience using online web content management systems, such as Drupal or Wordpress as well as basic knowledge of HTML a plus.
<p>Personal Characteristics</p>	<ul style="list-style-type: none"> - A passion and commitment to transforming teacher preparation programs in Minority Serving Institutions - A visionary with ability to anticipate needs and future opportunities - Creative problem-solver with ability to identify and address issues proactively - Committed to equity and diversity



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	<ul style="list-style-type: none">- Ability to thrive in a fast-paced environment and willingness to ‘roll up sleeves’ to get things done- Ability to build authentic relationships- A positive attitude, high degree of flexibility, curiosity to learn, creativity, dedication, resourcefulness, and energy
Compensation	Competitive with skills and experience. The Branch Alliance offers a competitive benefits package.
Reports To	President/CEO
Location	Austin, Texas or Remote
Setting	This position operates in a general office setting. Occasional travel is expected.