



Job Title: Vice President of Communications

Location: Remote or Peachtree City, Georgia

Position Type: Full-time, Exempt

Reports to: President/CEO

ABOUT BRANCHED

More than half of American public-school students are children of color—yet only 20% of their teachers represent these same racial and ethnic groups.

[Branch Alliance for Educator Diversity](#) (BranchED) was founded in 2017 as the only non-profit organization in the country dedicated to strengthening, growing, and amplifying the impact of educator preparation at Minority Serving Institutions (MSIs), with the longer-range goals of both diversifying the teaching profession and intentionally addressing critical issues of educational equity for all students.

BranchED serves as the nucleus of a national network of 200+ high impact colleges and universities located in 38 states, D.C., Puerto Rico, and the Virgin Islands that are united by a commitment to increasing the achievement gains of all learners and enhancing the diversity of the nation's corps of educators. As a growing organization with big goals to impact the lives of America's schoolchildren, BranchED also recently expanded its scope and services to include K-12 districts and additional colleges/universities.

THE OPPORTUNITY

BranchED is seeking an experienced, visionary VP of Communications to help lead our organization in a newly created role.

Communications is a critical component of BranchED's strategic plan, which aims to increase awareness of our mission and build the will to empower equity through educator preparation and inclusive instruction. As we strive to create a more diverse educator workforce, it is essential that we influence

the broader field of education and build capacity for equity-empowered educator preparation. This work is particularly important given that minority-serving institutions (MSIs) cannot solve the nation's need for a diverse educator workforce alone. As the VP of Communications, you will play a crucial role in driving our efforts to achieve these goals.

A member of the BranchED executive leadership team, the VP of Communications will have the exciting opportunity to define and build a new function within our organization and drive the vision and future growth of the communications and marketing department. Your leadership will be instrumental in bolstering our communications efforts and further connecting with BranchED's Core Community. Additionally, you will play a key role in developing strategies to engage new audiences who are key to our expanded scope and raise awareness of our mission to transform educator preparation programs in MSIs and select K-12 districts. With your expertise and guidance, we will achieve our ambitious goals and make a meaningful impact in the field of education.

RESPONSIBILITIES

Communications Strategy

- Develop, lead, and actualize BranchED's communications strategy using earned and owned media—including press coverage, digital media, thought leadership, and creative content—to elevate our brand, reach and engage key stakeholders, and raise awareness of the need to build capacity for equity empowered educator preparation.
- Determine BranchED's position and identify opportunities to expand our reach and influence with new audiences in the broader educational field.
- Work closely with the President/CEO to ensure alignment of the communications strategy with organizational strategic objectives, including fundraising and business development goals.
- Ensure that BranchED's staff and key stakeholders (e.g., sponsoring organizations) understand the communications plan.
- Collaborate with the President/CEO and the executive leadership team to develop an annual communications budget.
- Measure and evaluate the effectiveness of communications strategies and adjust as needed to ensure continuous improvement.

Communications Execution

- Build and maintain relationships with key media outlets and journalists (including but not limited to education publications) to maximize media coverage.
- Strategize messaging and narrative development, helping to seed understanding and adoption of our mission using person-first, asset-based language.
- Plan and execute announcements and campaigns. Draft press releases.

- Manage one direct report, a Digital Marketing Manager, and support them in increasing engagement with the BranchED Core Community—including developing and distributing messaging and digital content that tell stories of impact.
- Collaborate with internal stakeholders to ensure effective and timely communication of key messages to the right audiences.
- Provide the President/CEO with strategic guidance on communications issues and thought leadership opportunities. Assist with preparation of talking points, speeches, presentations, strategic communications and other supporting material as needed.
- 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.

Content Development

- Collaborate with external partners and internal colleagues to articulate the work and to humanize stories of impact.
- 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.
- With the support of the Digital Marketing Manager, determine a strategy and process for story and insight gathering, multimedia content production (in the form of videos, emails, blogs, social media posts, etc.) and distribution in partnership with members of the BranchED Core Community.
- Drive the creation and release of an annual, org-wide impact report, with support from internal data and subject matter experts, the President/CEO, and collaboration on strategy from the executive team.

Brand

- Complete the implementation of recently revamped style and brand guidelines, including the BranchED pitch deck.
- Oversee an upcoming website redesign.
- Communicate brand tenets and ensure the consistent application of brand standards across the organization.

Org-Wide Leadership

- As a member of the executive leadership team, collaborate with other senior leaders to shape and advance organizational-wide practices and strategies that position the team to achieve its strategic goals.
- Help cultivate an intentional organizational culture representing BranchED's values.
- Advise the President/CEO and fellow executive leaders on key internal communications.
- Represent BranchED at events, conferences and other meetings as needed.

QUALIFICATIONS

- 7-10 years of experience in communications, with a proven track record of designing and executing successful communications strategies.
- Experience leading communications for a national organization across multiple geographies and markets.
- Experience in and understanding of the education sector.
- A passionate commitment to equity and diversity; experience working on DEI initiatives is preferred.
- Outstanding writing and storytelling skills with the ability to adapt messaging and tone to engage and motivate various audiences.
- Bachelor's degree in communications, journalism, or a related field; advanced degree a plus.

PERSONAL ATTRIBUTES

- Forward-thinking, with the ability to anticipate future needs and opportunities.
- Self-starter and creative problem-solver with an entrepreneurial spirit. Open to ambiguity.
- A "leader-doer" mentality, able to both lead and execute.
- Excellent written and oral communication skills.

COMPENSATION AND BENEFITS

This is a full-time exempt position. BranchED provides the following benefits for eligible employees.

- A competitive salary benchmarked against the industry.
- Compensation will commensurate with relative work experience and education.
- Medical insurance with up to 100% employer contribution.
- Dental, vision, FSA, life and disability insurance plans.
- 401(K) retirement plan with an Employer Match up to 6% of your compensation. Eligible after 90 days of employment.
- Generous time off including 15 days of paid time off (to be taken for sickness or vacation) and 12 organization-wide holidays.
- Organization-wide and workgroup training.
- A commitment to developing leaders from within the organization.
- An organizational culture that supports staff well-being and holistic self-care/community care.
- Chance to work with a passionate and committed team dedicated to making a difference in the education sector.
- Ample opportunities to connect with the faculty/leaders, students, and communities we serve.

TRAVEL

A minimum of 4-5 trips per year, for convenings with staff and fellow executive leadership team members and to engage with Core Community partners, may be expected.

SETTING

This position operates in a general office setting. Occasional lifting is expected.

APPLICATION PROCEDURE

Nominations or applications (with current resume and letter of interest) should be sent confidentially, electronically to talent@educatordiversity.org. Please include in your email the position for which you are applying. The review of applications will begin immediately and will continue on a rolling basis until the position is filled.

The Branch Alliance for Educator Diversity does not discriminate on the basis of race, color, religion, ethnic or national origin, age, disability, gender, sexual orientation, or other characteristics covered by law with regard to employment opportunities.