



JACKSONVILLE  
**PUBLIC  
EDUCATION  
FUND**

Powering Potential

📞 904.356.7757

📠 904.394.2005

40 East Adams Street  
Suite 110  
Jacksonville, FL 32202

## Director, Marketing & Communications

*FLSA Classification: Exempt*

Reports to the President

### About the Organization

The Jacksonville Public Education Fund (JPEF) is an independent think-and-do tank that believes in the potential of all students. We work tirelessly to close the opportunity gap for low-income students and students of color. We convene educators, school system leaders and the community to pilot and scale evidence-based solutions that advance school quality in Duval County.

JPEF has a highly engaged and diverse board, significant fiscal resources and talented staff to drive the work of the organization. The fast-paced and entrepreneurial organization has more than a decade-long track record of helping the school district to significantly improve outcomes for students through innovative, community-focused, and data-driven solutions.

### Position Summary

The Director, Marketing & Communications will lead efforts to build the organization's brand and image as the trusted research-driven voice on school quality issues in Jacksonville. In so doing, the director will build broad internal and external awareness and understanding of JPEF's role in the local and statewide education landscape, its initiatives, and their impact. S/he will develop, implement, and evaluate strategic, innovative, and cost-effective communications plans to advance JPEF's goals and initiatives. The director will work with the executive leadership, staff, and board of directors to maintain a consistent presence among education stakeholders through a strong media presence and by creating/supporting the creation of compelling, timely and relevant content for distribution in a breadth of modalities, including high-quality video stories. S/he will be responsible for the ongoing management of the development, production, distribution and inventory of a wide array of high-quality communications products, including print materials. Responsible for overseeing organizational communications efforts, the director will also guide and support communications contractors and staff, including videographers, graphic designers, and strategic consultants to successfully coordinate targeted communications campaigns, develop and implement successful digital and online communications strategies and support other communications functions.

Reporting to the President, the director will work closely with other Jacksonville Public Education Fund staff members to advance organizational goals and strategy; ensure the alignment of our efforts; engage in collaborative learning, planning and action; measure impact and make continuous improvements. The ideal candidate has experience leading content strategy, including traditional media, digital/ online communications, developing multimedia communication tools, managing staff and production/logistics, strong graphic design and writing skills, is committed to JPEF's goals, flexible and effective in a fast-paced and evolving environment.

#### Responsibilities

- Annually develop, implement, and evaluate strategic, innovative, and cost-effective communications plans for the Jacksonville Public Education Fund. Such plans will increase stakeholder awareness, knowledge and understanding of JPEF's priorities, strategies, and initiatives, and maximize impact with target audiences.
  - Define and deploy messages and strategies to reach specific target audiences from education stakeholders to other segments of the community, matching JPEF value propositions and marketing vehicles to their respective interests, including measurable objectives.
  - Lead the development of strategic communications plans around JPEF's impact work, including recruiting and retaining diverse teachers in Duval County and engaging the community in early literacy.
  - Create, update and maintain coordinated editorial and production calendars that maximize JPEF's engagement with stakeholders.
- Lead and execute content strategy to ensure high-quality development, design, timely production and distribution of a wide array of communications deliverables (e.g., infographics, fact sheets, one-pagers, reports, flyers, presentations, multimedia content, including video stories for donors and other stakeholders).
- Direct all and manage a significant portfolio of communications-related initiatives designed to maximize exposure for the organization and help build a broad and sustainable base of support (e.g., financial, programmatic, volunteer) for the long-term vibrancy and growth of the organization.
  - Serve as member of the Development Team, coordinating with the Development Director and President to deliver high-impact communications with investors and prospective investors. Support the annual development plan, including producing and/ or overseeing the production of a digital and print annual report, quarterly donor impact reports, ghostwriting letters and talking points for the President. Collaborate with Development colleagues to design and execute fundraising appeals via mail and digital campaigns.
- Facilitate positive relationships with local, state, national and trade media and the broad public on a regular basis to generate earned media. Work with relevant JPEF leadership, board members and staff and key JPEF constituents to write and place op-eds, meet with education reporters and editorial boards

and schedule media interviews. Lead media outreach and responses to requests (e.g., talking points, briefings, press releases, and media advisories) and track effectiveness of traditional media efforts.

- Develop media partnerships to further JPEF's mission (i.e., producing TV content to celebrate and retain teachers, engaging media partners during school board election forums).
- Support board, staff, and initiative participants to regularly contribute to JPEF external relations through speaking engagements and media appearances.
- Manage electronic marketing and outreach efforts through JPEF's website and social media, and actively pursue new areas for online engagement through new platforms or communication methods.
- Play a leadership role in JPEF advocacy campaigns to help amplify the organization's voice and/or accelerate progress to organizational goals.
- Arrange for and manage contracts when outside firms are needed, such as services in design, production, photography, and videography, as well as paid advertising. Manage communications staff and/or interns, as appropriate.
- Help plan and implement JPEF events, including by writing scripts and providing marketing and outreach strategies to support their success.
- Develop and maintain strong relationships with communications counterparts throughout the public education community, especially with the Chief of Marketing and Public Relations at Duval County Public Schools, identifying opportunities for collaboration and information sharing.
- Analyze data and interpret results and impact of communications activities, and report regularly on developments, trends, and attitudes regarding public education in Jacksonville and JPEF's priorities and initiatives; develop communications recommendations.
- Ensure internal and external branding consistency and quality.
- Participate in internal meetings, work sessions and retreats with a focus on ensuring cohesion and consistency in messaging and communication and supporting cross-functional collaboration.
- Support other program efforts as overall JPEF strategies or priorities dictate.
- Develop internal processes and systems to effectively manage work streams.

### **Qualifications**

#### Education/Career Experience

- Bachelor's degree required; Master's degree preferred with a focus on journalism, public relations, marketing or other communications-related field.
- At least five to ten years of significant experience leading communications strategy, ideally in the non-profit or education sector.
- Experience managing contractors and staff.

#### Skills, Knowledge and Abilities

- Strong demonstrated ability to connect and communicate with diverse audiences.
- Portfolio of earned media coverage showing successful pitches to TV, print and radio media.
- Strong demonstrated ability to produce communications in multiple formats, including print, electronic, broadcast and multimedia.
- Experience and comfort with both traditional media, as well as existing and emerging digital/online communications platforms, including Twitter, Facebook, Instagram, Google AdWords, and YouTube.
- Experience and comfort working with Microsoft 365 (Outlook, Office applications, Teams), Adobe Creative Cloud Suite, Canva, video editing applications, constituent management systems (such as DonorPerfect and Constant Contact, etc.) and website content management systems (such as Umbraco, WordPress, etc.).
- Exceptional writing and speaking ability, including the ability to translate complex, nuanced concepts into clear, concise messages.
- History of and commitment to bringing creative ideas to personal and professional communications and problem solving.
- Knowledge of the education policy and political landscape
- Excellent planning, management and evaluation skills.
- Ability to maintain and respect the sensitive, private, and confidential nature of information related to grants, donors, advisors, and the organization.
- Strong organizational skills with the ability to manage multiple projects simultaneously, prioritize deliverables and handle unanticipated demands and requests.
- Excellent interpersonal skills, adaptability, and a collaborative style with the ability to engage colleagues at all levels.
- Confidence to work internally and externally with various leaders, partners, staff and consultants to support the organization's efforts.
- Exhibiting independent judgment in the development, implementation, and evaluation of plans, procedures, and policies.
- A track record of leadership (in professional or personal contexts).

#### Additional Qualifications

- Clear commitment to the importance of providing a high-quality public education for all students in Jacksonville, particularly historically underserved student populations.
- Ability to thrive in an entrepreneurial, start-up like environment.
- Ability to work effectively in a fast-paced, deadline- and goal-driven organization.
- Excitement and openness to continued learning and development.

- Knowledge of Jacksonville is preferred but not required.

**Salary and Benefits**

Salary for this position is competitive and depends on prior experience. In addition, a comprehensive benefits package including employer-paid health, dental, vision and life insurance is included, along with a matched 401(k) retirement plan.

**Commitment to Diversity**

The Jacksonville Public Education Fund encourages individuals of all ethnic and racial backgrounds to apply for this position. We are committed to maximizing the diversity of our organization, as we want to engage all those who can contribute to this effort.

**How to Apply**

Please submit a cover letter and résumé (or CV) in PDF format to [jobs@jaxpef.org](mailto:jobs@jaxpef.org) with the subject line “Director, Marketing and Communications.” Applications will be reviewed on a rolling basis.