

JOB ANNOUNCEMENT

May 31, 2018

We are actively seeking a **Senior Specialist, Marketing and Communications** (MarCom), to develop and implement strategies to build brand awareness and support for our organization and offerings among current/prospective clients/members, partners, and funders. Additionally, the Senior Specialist delivers communications and strategic planning services to support client/members' efforts to make 21st century learning a reality for every student.

RESPONSIBILITIES

1. Under the direction of the Managing Director, implement organizational MarCom plans, including the development of messaging, campaigns, print, web, video, social media, and publications, as applicable/assigned.
2. Support the creation, branding, and marketing of our offerings and events, as applicable/assigned.
3. Provide clients/members with communications and strategic planning services, as applicable/assigned.
4. Support research analysis to inform messaging, offering development, and marketing.
5. Collaborate with graphic designer, production consultants, and vendors, as necessary.
6. Ensure graphic standards are carried through all organizational materials.
7. Assume responsibility for professional growth and development, keeping current with education, MarCom-specific research, trends, and techniques.
8. Other duties as assigned.
9. Frequent travel expected (up to 50%).

KNOWLEDGE AND SKILLS

The successful candidate will possess strong written and oral communication skills. He/She will be adept in integrated marketing and communications planning and implementation. Meticulous attention to detail in copywriting and editing. Organized and self-directed—committed to ensuring the highest quality implementation on time and on budget. Adaptable, analytical, creative, and skilled problem solver. Exceptional relationship builder, collaborator, and communicator with colleagues, clients, stakeholders, and partners. Knowledge and understanding of current trends and issues in communications, education, and business. Adept with use of various platforms to support implementation.

EDUCATION AND EXPERIENCE

Bachelor's degree in communications, marketing, journalism, or related field is required. Minimum of eight years of experience in marketing, communications, employee relations, and/or public relations. Past agency and/or consulting roles, with skills in group facilitation, digital/collaboration/social platform user experience, internal communications, professional learning, and/or education, are a plus.

Battelle for Kids offers a competitive salary and benefits package commensurate with experience. E-mail letter of interest and resume to resumes@battelleforkids.org. **No phone calls please.**

