



Director of Communications

Job Description

Status: Full-time/Hybrid Work environment
Reports to: Chief Advancement Officer

Wallin Education Partners Mission and Vision

The mission of Wallin Education Partners is to ensure college and career success for high-potential students from low-income backgrounds, and through our efforts help build diverse, equitable and vibrant communities. We do this through a comprehensive model of financial aid and holistic support, and collaboration with our business, education, community, and philanthropic partners. Wallin Education Partners' vision is to create a diverse, ever-expanding community of scholars and educated citizens with the skills, leadership, and dedication needed to build a stronger tomorrow. Wallin is engaged in a review of its programs and the development of a strategic plan to organize and expand its impact and reach.

Organization

Wallin Education Partners is a proven college completion program that includes financial aid and comprehensive support for students from low-income backgrounds. With a 90%+ six-year graduation rate compared to 64% nationally, Wallin Education Partners is one of the most effective college completion programs in the country. Wallin's model of financial aid and comprehensive individual advising accelerates economic mobility and fundamentally increases the odds of graduation and employment for underrepresented students. Since 1992, Wallin Education Partners has helped increase access to college and degree completion for lower income students by partnering with high schools, donors, community organizations, and civic leaders to support more than 5,000 students on their college journeys.

The Position

The Director of Communications leverages broad theoretical and conceptual knowledge of communications to contribute to business strategy, oversee larger projects, and make strategic decisions. The Director leads Wallin's marketing, communications, and public relations efforts. The Director is responsible for managing public perception of Wallin Education Partners, which includes building and strengthening Wallin's brand through storytelling, printed and online collateral and events focused on raising awareness of the impact of Wallin Education Partners. The Director of Communications also acts as a medium between senior staff and managers in carrying out the organization's strategic plan.

Primary Roles & Responsibilities

Strategy (20%)

- Create high-impact strategic campaigns focused on strong calls to action across both online and offline channels.

- Develop and implement overall communication and public relations activities (traditional, digital and social) to advance Wallin’s mission while building awareness and affinity for the organization.
- Build and foster collaborative relationships within the organization to stay informed of new and ongoing initiatives.

Content Development (40%)

- Oversee the development, distribution, and maintenance of all organizational and programmatic content for digital and print media — newsletters, web and blog posts, one-pagers, brochures, ads, infographics, videos, and more.
- Create, write and edit compelling messaging across all constituent groups including publications, videos, collateral, newsletters, social media content, fundraising campaigns.
- Manage the development of materials to support the organization across departments and for various audiences (scholars, alumni, donors, community partners).
- Oversee and maintain organization’s website, online publications, and social media.
- Monitor and analyze the performance of communication and marketing efforts, using data insights to inform strategy and optimize results.

Media Relations (25%)

- Serve as main communication point person and build relationships with the media and other key constituents; develop and implement media strategy informed by those relationships.
- Compose and distribute press releases to local, regional and national media outlets as appropriate.
- Serve as an advocate of Wallin’s work in the community through speaking engagements and networking opportunities.

Management (15%)

- Supervises 1-2 staff and interns by overseeing work, providing feedback, ongoing coaching, and ensuring cohesive team-wide approach to advancing Wallin’s priorities.
- Provide project management for various marketing, communication, and public relations.
- Developing and facilitating department planning, calendaring, and related meetings.

Minimum Qualifications & Experience

- Bachelor’s degree in marketing, communications, or related field.
- Six or more years of experience in marketing, communications, or related field.
- Exceptional copywriting, editing and proofreading skills.
- Exceptional interpersonal skills and the ability to develop relationships across offices, teams, and all levels, including executives and external partners.
- Demonstrated experience in designing, directing, and managing content.

Preferred Qualifications & Experience

- Proficient in Creative Cloud software, including Photoshop, Lightroom, and InDesign. Has a basic understanding of Premier, Illustrator, and other standard creative tools.
- Proficient in all Microsoft programs, including Word, PowerPoint, Excel, Outlook, Teams, and OneDrive.
- Supervision experience, including the ability to recruit, hire, train, evaluate, establish priorities and motivate.
- Strong project management skills, including the ability to remain organized and manage multiple projects with competing deadlines and limited resources.

Beyond the basic qualifications, candidates must demonstrate a commitment to Wallin Education Partners' mission and values—and a commitment to diversity, equity, and inclusion through learning, training, and dialog on an ongoing basis.

Compensation: \$98,000-\$110,000 annually

Wallin Education Partners offers employees a generous benefit package including group health insurance, dental insurance, long- and short-term disability insurance, and a 401K plan. Wallin employees are working in a hybrid capacity.

Additional Info: For further information on Wallin Education Partners, please visit www.wallinpartners.org.

To Apply

Email a cover letter and resume to:

Caitlin Cardinal, Operations Manager, at hr@wallinpartners.org

Wallin Education Partners is an Equal Opportunity Employer and is committed to providing a work environment that is free from harassment and discrimination. Wallin Education Partners provides equal opportunity to all applicants for employment in accordance with all applicable federal, state, and local laws and will not refuse to hire any qualified individual, or otherwise discriminate against any individual by reason of an individual's race (including hair texture and hairstyles), color, religious creed, sex, national origin, ancestry, citizenship status, pregnancy, childbirth, (or related medical conditions, including, but not limited to lactation), physical disability, mental and/or intellectual disability, age, military status or status as a Vietnam-era or special disabled veteran, marital status, registered domestic partner or civil union status, gender (including sex stereotyping and gender identity or expression), medical condition (including, but not limited to, cancer related or HIV/AIDS related), genetic information, or sexual orientation, or any other characteristic protected by law.