



RAINIER SCHOLARS

Job Announcement

Marketing and Communications Director

Mission

Rainier Scholars cultivates the academic potential and leadership skills of hard-working, low-income students of color. By creating access to transformative educational opportunities and providing comprehensive support to scholars and families, we increase college graduation rates and empower new generations of leaders.

Organization

Rainier Scholars is a comprehensive academic enrichment and leadership development program that supports students of color over a 12-year journey – from 5th grade to college graduation. We seek to serve those who are most under-represented on college campuses and have the greatest number of barriers to achieving a college education: 87% qualify as low-income, over 90% will be the first in their family to earn a college degree. Our four-phase program offers rigorous academics, leadership development and personalized support for scholars, providing access to educational pathways and opportunities previously unimagined.

With a budget size of \$4.3 million, a staff team of 34 FTE and serving 750 scholars and families, Rainier Scholars has established a positive brand for our unwavering commitment to education, proven success rate and sustainable impact. We grow new generations of diverse college graduates, career professionals and community leaders.



Position Summary

This position will lead all marketing, communication and public relations efforts and will be responsible for the development of the strategy and execution of the marketing department. As a key leader, this position reports to the Executive Director and collaborates with department heads across the organization.

The main function is to provide strategic leadership in creating effective messaging by audience and providing new opportunities for scholar recruitment, donor cultivation, corporate engagement and strengthening community networks. All actions will have the goal of providing the best possible story and marketing campaign to increase visibility for Rainier Scholars effectively and to communicate our value, importance, and impact.

Responsibilities include:

- Strategy: Develop and implement a strategic communications plan while proactively communicating the ongoing work of Rainier Scholars.
- Marketing: Provide leadership and direction in designing and implementing a comprehensive Marketing and Communications plan, increasing awareness, supporting strategic plan initiatives, and achieving development targets/program goals. Develop, design and produce a variety of print and electronic communication pieces including newsletters, event materials, collateral program material and promotional pieces for corporate audiences.

- **Media Relations:** Develop annual media approach and work plan to enhance local, regional and national exposure. Serve as primary liaison coordinating all media projects Create and implement a social media strategy that reflects the priorities and messages of Rainier Scholars. Manages the distribution and creation of press materials supporting our initiatives.
- **Internal Communications:** Supports executive level internal communication initiatives, including communication to staff and volunteers. Provide guidance and support to program staff in developing and designing communication material for specific audiences including internship placements and recruitment of 4th grade scholars and their families
- **Management:** Provides strong leadership and strategic direction. Develops and sets individual and departmental team performance goals and manages/drives change. Manage projects and relationships with associated vendors (ex: graphic designer, photographers, video production crew). Provide support and expertise to events as needed. Lead Marketing Committee efforts. Provide regular reports to executive leadership and board in tracking communication efforts and measurable results with donors, foundations and corporate connections.

The successful candidate will be able to:

- Write effectively and creatively to communicate key messages and stories of the organization.
- Utilize design principles to create a project vision and work in partnership with vendors to create quality pieces.
- Manage multiple projects with specific outcomes within required time frames.
- Utilize content management systems with website and social media channels.
- Demonstrate cultural competency and cultivate relationships with a diverse constituency of program participants, volunteers and donors.
- Provide leadership and initiative in developing media contacts and relationships.
- Develop and implement new and innovative marketing and communication strategies that align with mission and goals.

Qualifications

- Bachelor's degree in a related field is required. Additional training or coursework in public relations, digital marketing or relationship/donor management systems is desired
- Five or more years of increasing responsibility in marketing and communication environment, including demonstrated leadership and management skills, is required. Nonprofit experience a plus but not required.
- Depth of work experience on a team with demonstrated ability to customize messages by audience is required
- Proven experience in project management and effective marketing and communication efforts with measurable outcomes is desired.

Description

This is a salaried exempt level fulltime position with full benefits and will occasionally require attendance at meetings or events outside of regular office hours. Rainier Scholars provides competitive compensation and salary is dependent upon experience. People of color are strongly encouraged to apply. Rainier Scholars is an equal opportunity employer.

Interested applicants should send cover letter, resume and list of three references to:
Rainier Scholars

Attn: Marketing and Communications Position
2100 24th Ave. S., Suite 360 Seattle, WA 98144
E-mail: apply@rainierscholars.org

Please specify in your cover letter how you learned of this position.

Apply by December 8, 2018