

INTERESTED CANDIDATES: Please send resume to hiring manager John Malloy at jmalloy@bigshouldersfund.org



Job Title:	<i>Managing Director, Communication</i>
Reports to:	<i>Senior Director, Strategy & Communication</i>
Date:	<i>Spring 2024</i>

BIG SHOULDERS FUND

Big Shoulders Fund is an independent tax-exempt charitable organization that provides support to schools with demonstrated need which provide a quality, values-based education for children. We serve 25,000 students and 92 schools in the Chicago and Northwest Indiana regions. Each school is a vital community-based organization and an anchor to its surrounding neighborhoods.

For thirty-seven years, Big Shoulders Fund has helped Chicago’s children achieve their dreams through access to high quality education. Of the 25,000 students we serve, 83% identify as people of color and 69% reside in low-income households. We expand access and outcomes by investing more than \$40 million annually in scholarship support and enrichment programming for students; operational improvements for schools; cultivation of talent pipelines for school personnel from new teachers through veteran principals; and professional development and support for educators and leaders – all with the goal of not just strengthening schools, but whole communities, while preparing students for life-long success. To that end, 80% of scholars matriculate to college and students earn a degree at two times the national average. Latino and Black scholars graduate at three-times and four-times their counterparts, respectively, and graduates go on to vote, contribute, and participate at greater rates than local and national outcomes.

In 2019, Big Shoulders Fund began an exciting new chapter in Northwest Indiana by making a long-term commitment to The Region. Since then, we have worked to bring our unique approach to building the capacity of local school communities to best serve students and families of Northwest Indiana, with special focus on areas of greatest need: Gary, Hammond and East Chicago. The long-term goals of our efforts include elevating the quality of values-based schools in Northwest Indiana through: academic investments, instructional and data coaching; marketing and outreach efforts; and enrichment and summer programs to expand opportunities for students. **While some roles on our staff focus exclusively on Northwest Indiana, all Big Shoulders Fund team members contribute to the success of our work in The Region.**

Big Shoulders Fund has earned a four-star rating from Charity Navigator, America’s largest evaluator of nonprofits, for 17 consecutive years, a distinction held by less than one percent of nonprofit organizations nationally.

POSITION OVERVIEW

The *Managing Director, Communication* will be a key member of the Big Shoulders Fund team, leading the vital work of the Communication team. Specifically, the *MD, Communication* will lead cross-functional communication planning to ensure Big Shoulders Fund's mission is at the forefront of all communication. Reporting to the *Senior Director, Strategy & Communication*, the *Managing Director* will be responsible for print and digital collateral, and execution of campaigns across all platforms. The *Managing Director, Communication* will supervise the *Manager, Communication* and the *Manager, Digital Marketing Communication*. The ideal candidate for this role not only holds the technical, creative, and leadership skills required, but also believes strongly in the mission of Big Shoulders Fund and the importance of ensuring that children, regardless of family income level, have access a high-quality, values-based education.

ESSENTIAL JOB FUNCTIONS (PLEASE NOTE: THIS LIST WILL LIKELY EVOLVE AND CHANGE OVER TIME)

- Work with internal teams and outside vendors to develop, implement and evaluate multi-channel digital marketing, promotional and fundraising activities.
- In conjunction with *Senior Director*, develop organizational communications and messaging strategy and ensure print and digital marketing align with that strategy.
- Use analytics and trends to inform decision making; manage multi-channel advertising, social media, and content marketing.
- Propose and implement initiatives and solutions to achieve identified fundraising and brand-awareness objectives; identify and track key performance indicators.
- Use a data-driven strategic approach to website content to encourage audience engagement; report on key performance metrics, including website traffic and conversions, to effectively evaluate and refine marketing tactics; implement enhancement initiatives to maximize functionality and usability of the website.
- Work collaboratively to ensure Big Shoulders Fund's mission and voice is consistent across all communication.
- Review and assess editorial style guide and branding guide as needed.
- Lead cross-organizational communications planning and execution.
- Lead implementation of Account Engagement (Salesforce marketing platform) including training staff, list management, and creation of email, landing page, and form templates that are on brand and can be used across teams.
- Oversee social media management of Big Shoulders Fund Chicago and Northwest Indiana accounts.
- Manage production of print publications such as *Shoulder to Shoulder* magazine and *Annual Report*, to include overseeing pre-publication process and coordinating and managing external photographers, videographers, writers, and designers.
- Manage relationship and work streams with outside public relations firm.
- Oversee video/photo projects across teams and marketing asset management.
- Work with School Marketing and Enrollment team to execute their campaigns.
- Oversee management of Big Shoulders Fund WordPress website.
- Complete other responsibilities as defined by the *Senior Director*.

ADDITIONAL EXPECTATIONS

- Serve as a member of Big Shoulders Fund's Leadership Team.
- Demonstrate strength and skill in working with not only donors but also teachers, principals, students, and families from diverse cultural, economic, and ability backgrounds.

- Attend and support the facilitation of fundraising events, service days, and other programs in Chicago and Northwest Indiana that further the mission of Big Shoulders Fund through its outreach to donors and schools as needed.
- Work cooperatively with Big Shoulders Fund staff in Chicago and Northwest Indiana, and perform other duties as assigned.
- NOTE: This role requires availability to work some evenings and weekends for Big Shoulders Fund events.

THIS POSITION HAS TWO DIRECT REPORTS:

- *Manager, Communication*
- *Manager, Digital Marketing Communication*

QUALITIES OF THE CANDIDATE WE SEEK

- Minimum of a Bachelor's Degree
- Highly motivated and adaptable with a strong work ethic; operates with honesty, integrity, and a positive attitude
- 8+ years of experience in marketing, preferably within the non-profit space or fundraising with a record of achieving goals
- 4+ years of experience effectively managing others toward ambitious goals
- Experience in building scalable programs and driving cross-functional alignment
- Strong executive presence and ability to navigate ambiguity in order to drive results
- Experience leading and inspiring a team
- Expertise in creating strong working relationships with cross-functional teams
- Excellent communication skills (verbal and written) and the ability to present to executive leaders, partners, and school communities
- Experience in translating business objectives to email campaigns that deliver towards goals
- 2-3 years of Salesforce Marketing Cloud experience strongly preferred; knowledge specifically of Account Engagement/Engagement Studio a plus
- Commitment to excellence with strong organizational ability and exceptional attention to detail
- Ability to create project plans and work on several projects concurrently while meeting deadlines
- Cultural sensitivity and ability to work collaboratively with diverse groups of people
- Commitment to and passion for improving access to high-quality, values-based education options for all children
- Ability to work some weekends and evenings for Big Shoulders Fund events

NOTE: *This job description is not intended to be all-inclusive. Employees may perform other related duties to meet the ongoing needs of the organization and the students/schools it serves.*

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