



JOB SPECIFICATION

ORGANIZATION: THE COLLEGE-READY PROMISE
POSITION: DIRECTOR OF COMMUNICATIONS
LOCATION: LOS ANGELES
REPORTS TO: EXECUTIVE DIRECTOR

BACKGROUND

The College-Ready Promise (TCRP) is a new coalition of five California public charter management organizations (CMO) —Alliance College-Ready Public Schools, Aspire Public Schools, Green Dot Public Schools, Inner City Education Foundation Public Schools (ICEF), and Partnerships to Uplift Communities (PUC Schools)— that have come together with an overriding conviction: to advance the frontiers of American education by bolstering effective teaching to lift student achievement and improve the life chances of low-income children. On November 16, 2009, the coalition was selected by The Bill & Melinda Gates Foundation to receive a \$60M, 7-year grant focused on effective teaching. This coalition has launched TCRP as an independent 501(c)3 that will manage the implementation of the project. A new Executive Director, Jessica Yee, began leading this important work in March 2010.

The five partner CMOs have a shared history of launching and operating schools that deliver strong and improving outcomes for some of the most disadvantaged students in California. Together, they currently serve over 30,000 students across 85 schools. Through TCRP, the five CMOs will develop and implement a new approach to teacher evaluation, support and career advancement, resulting in a dramatic increase in the effectiveness of their teaching force and ultimately doubling the college-readiness rates of their students. The work of The College-Ready Promise will focus on the following strands:

1. Developing a teacher evaluation system that includes a multi-dimensional measure of teacher effectiveness
2. Establishing a new teacher career path and compensation system to reward highly effective teachers
3. Developing teacher and principal residency programs for aspiring educators and leaders
4. Improving principal evaluation systems and principal leadership supports
5. Establishing differentiated professional development opportunities for teachers and principals that leverage the best of each CMO's work to date
6. Enhancing existing data systems and creating a shared data platform to facilitate the initiatives above

The impact of these initiatives will be measured on four dimensions: increased teacher effectiveness, increased college-readiness, increased scale and cost effectiveness of the model.



OPPORTUNITY

Reporting to the Executive Director and serving as one of the first members of TCRP's management team, the Director of Communications will be responsible for developing and executing an internal communications strategy to facilitate coordinated stakeholder engagement in the work of TCRP across the five partner CMOs. This role will develop messaging, establish positioning and build advocacy for TCRP's initiatives and goals in pursuit of alignment, support, and enthusiasm for TCRP within each of the partner CMOs. Essential responsibilities will focus on awareness, visibility, education, and supporting stakeholder involvement around the teacher effectiveness work of TCRP. The Director of Communications will work directly with each CMO to integrate TCRP-related messaging and involvement activities into the respective CMOs' stakeholder messaging and engagement activities. This role will also manage, through an outside agency, the building of TCRP's brand identity through the development and execution of an externally-facing public relations campaign. TCRP seeks to have a nationally recognized brand to facilitate fundraising activities and public policy advocacy efforts.

RESPONSIBILITIES

The work of the Director of Communications will be focused on the following areas:

Communications Strategy, Vision and Leadership

- Develop and facilitate the implementation of a coordinated internal communications strategy focused on stakeholder awareness, visibility, education, and involvement in the teacher effectiveness work of TCRP at each of the partner CMOs;
- Develop and implement an integrated strategic communications plan to build TCRP's brand identity; create national awareness of TCRP's story and goals; and create visibility across key external stakeholder groups;
- Identify challenges and emerging change management issues faced by the organization. Work with leadership team and staff to recognize internal and external communications opportunities and solutions and define and execute appropriate strategies to support them;
- Serve as communications counselor to TCRP and CMO leadership.

Communications Operations

- Oversee development of TCRP's print communications including the annual report, marketing collateral materials and electronic communications, including TCRP's web site and new media; manage relationships with associated vendors;
- Serve as a spokesperson and lead point person on TCRP media interactions that help promote and/or impact the organization;



- Exercise judgment to prioritize media opportunities, coordinating with the appropriate TCRP participant to organize and prepare talking points, speeches, presentations and other supporting material as needed;
- Oversee the day-to-day activities of the communications function including budgeting and planning;

QUALIFICATIONS

The *ideal* candidate will have some experience managing internal and external communications in or for an organization engaged in the work of K12 education reform such as a school system, foundation or nonprofit.

Additionally, the culture of TCRP and the five partner CMOs is one of resiliency, tenacity and persistence in the delivery of high quality instruction to underserved communities. The Director of Communications must be a consummate team player and creative problem solver who is able to work effectively with multiple stakeholders. A sincere and honest commitment to serving low-income students throughout California is mandatory.

Specific requirements include:

- A minimum ten years of professional work experience;
- A minimum five years of experience in a role where managing internal and external communications was a key component of the job responsibilities;
- Demonstrated experience and leadership managing a comprehensive strategic communications, media relations and marketing program to advance an organization's mission and goals;
- Experience planning, writing, editing and producing newsletters, press releases, marketing literature and other print publications;
- A proven track record of success facilitating progressive organizational change and development;
- Experience in building, mentoring and coaching communications personnel;
- Ability to think creatively about how new media technologies can be utilized;
- Excellent judgment, creative problem solving skills, and a strong results orientation;
- Ability to make decisions in a changing environment and anticipate future needs;
- Exceptional written, oral, interpersonal and presentation skills;
- Ability to interface with senior management within the partner CMOs, TCRP's Board of Directors and staff, and manage complex partnerships;
- A passion for TCRP's mission; an unyielding commitment to making the world a better place and a passion for equitable access to quality education in particular;
- An undergraduate degree (required) with an emphasis on communications, public relations preferred.



Interested candidates can submit their resume via email to:

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