

Director, Marketing and Foundation Communications.txt

DIRECTOR, MARKETING & FOUNDATION COMMUNICATIONS (MFC)(UNPAID)

The Learners Lab (TLL), a young public foundation headquartered in Lanham, MD is hiring to fill a newly created leadership role, the Director, Marketing & Foundation Communications.

The Director, Marketing and Foundation Communications starts as a part time, unpaid-position with flexible hours but will become paid via stipend, then full time once it is completely funded. The Director will be responsible for the development and implementation of the Foundations marketing & communications strategies. The incumbent will also serve as the lead point of contact in deploying the Foundations strategic support relationship its establishing with key OEM for the discounted delivery of their products and services to the Foundation an its stakeholders. As of this writing, that group includes a computer manufacturer, two financial services entities that provide transaction and lending services. Please take the time to visit and review the Foundations website thoroughly.

The Director will work with and reports to the Foundation's CEO to determine Foundation priorities, establish the following:

- establish the Foundations "Brand" in order to develop and secure the level of partnerships essential for the Foundation to accomplish its mission
- the MFC department infrastructure,
- it operations and staffing needs & priorities
- what the social media, communication, public information, and marketing function will be that will serve the Foundation
- continue growing the document/template library of Press Releases and other instruments the CEO has already begun
- manage all public information resources including the Foundations, Social media outlets, the website, etc. until the WebMaster/Social Media roles are filled
- supervise an MFC team to include a WebMaster, Social Media Manager, interns, apprentices, and fellowship awardees

HOW TO APPLY

- 1) Please assure your resume details your experience as outlined, include volunteer work, for and nonprofit, and include a writing sample of your choice (redact/recreate if need be)
- 2) assure resume contains your direct contact information (email + cell + home ph.) the day/date/times you are available to interview, why you want this position
- 3) send "PDF" copy of your res, ATTN: (PT/Unpaid) MFC Director to:
HRServices@TheLearnersLab.org

MINIMUM REQUIREMENTS

US Citizens Only Please, our Visa Program has not begun.

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Public Trust Eligible. We use e-Verify.
Multi-Linqual Applicants encouraged to apply.

- Graduate Degree in marketing, communications plus any added training in a business management discipline
- At least 5-10 years experience in upper or senior management and/or communications roles
- Experience in managing and supervising diverse teams, with some experience in managing virtual teams
- Some experience with/in Portfolio Management highly desirable
- Must be highly skilled and broadly experienced in strategic planning, communications planning, information management, marketing, branding, and media relations
- Must have sharp computing skills, knowledge of and experience with FTP, Web updates, and their related tasks.
- Superior in proof reading and attention to detail
- Superior communicator, easily converses with any audience, in any medium, possesses excellent written, presentation, oral communications and interpersonal skills.
- Individual must possess strong leadership skills, be able to motivate and influence others. Individual must be able to think creatively and strategically, have excellent judgment and be able to work in a changing environment.
- Interest in speaking or learning languages other than English

INITIAL ROLES & RESPONSIBILITIES

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- Assists in developing the department's strategic plan, and how it will interconnect with other Foundation operations.
 - Advises the Foundation Advisory Council (AC) on branding, marketing and communications strategies and activities.
 - Works with CEO and/or other partners to develop and deploy marketing strategies & products that effectively market the Foundation & its brand so as to maximize the Foundation's fundraising and partnership development efforts.
 - Develops, improves, and implements communications and media strategies for the successful & timely delivery of information.
 - Develops and maintains a productive relationship with both print, digital, media, subscription and membership outlets at all times.
 - Ensures the Foundation is understood by the media and the media are interested in presenting information to the public in a manner that informs and educates them on the Foundation.
 - Established Operations and Style Manual for MFC Department, designs and provides to onboarded staff to ensure management, interns, apprentices, and fellows have necessary skills to support interactions with Foundation stakeholders.
 - Research changing demographics and other relevant components to assure Foundations marketing and communication activities are on point with stakeholder needs.
 - Manages and develops advertising and promotional plans, establishes realistic budget parameters.

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-- Keeps abreast of all trends in the industry, and performs related duties as required.

-- Willingness to perform all these duties in another language, and in partnership with other Linguistic Professionals, even if learning the language.

-- Willingness to learn and become fluent in as many additional languages as the Foundation deems necessary to fulfill the needs of any future linguistic charitable and fiscal sponsorship stakeholders.