DIRECTOR OF COMMUNICATIONS

Organization Background
Ingenuity was founded in 2011 to increase arts education access, equity, and quality in Chicago Public Schools. Ingenuity is a leading hub for data, strategy, advocacy and partnerships related to arts education. Ingenuity works with city and schools leaders, cultural institutions and arts organizations, as well as higher education and philanthropic leaders toward the goal of ensuring a quality arts education for all students.

Ingenuity is a national leader in arts data collection and mapping, a leading strategy partner to other U.S. cities, their district leadership, and an advocate for the arts in public schools. Ingenuity takes a consultative approach to integrating arts education into schools, and focuses on four primary strategies:

- **Data**: Ingenuity collects, analyzes and disseminates data to drive CPS student access to the arts, leveraging data through our artlook® mapping platform and our annual State of the Arts in CPS Progress Report.
- **Professional Learning**: Ingenuity provides extensive professional learning to arts educators to support high-quality arts programs in schools.
- **Advocacy**: Ingenuity advocates for public policies that expand arts education opportunities to students.
- **Grant making**: Home of the Creative Schools Fund, Ingenuity provides grants directly to CPS schools to expand student access to the arts.

Job Summary
The Director of Communications will define and lead effective, accurate communications strategies—including developing and implementing annual organization-wide communications plans—to support Ingenuity’s objectives and enhance the organization’s mission and reputation. They will work with their peer Directors to implement the timing, content, and strategy of communication efforts for all of Ingenuity’s program areas.

The Director will be responsible internally for organizational and initiative-specific communications to all audiences. They will act as Ingenuity’s key media spokesperson, and establish and maintain positive relationships between various internal and external stakeholders. The ideal candidate will:

- Understand how communications and messaging are a strength—internally and externally—and will instill an ethos of smart, savvy opportunism with staff, media, sector influencers, and city leadership
- Work collaboratively with his/her peers to recognize and drive communications opportunities
- Be proactive, seeking out opportunities for strategic visibility for the issue and organization
- Instinctively understand and be well-versed in local Chicago issues and its political landscape, particularly related to public education
Primary Duties & Responsibilities

Communications (75%)

- Direct all communications, PR, and marketing for Ingenuity
- Develop and implement highly strategic, creative, and cost-efficient YOY communication plans that define Ingenuity’s annual course of action, align strategies, tactics, budgets and measurement standards with the organization’s objectives
- Develop evolving communications strategies that dictate organizational intent and direction, with the goal of sector wide buy-in and ensuring all stakeholders receive consistent, coordinated, and actionable messaging
- Act as organization spokesperson and liaison between Ingenuity and the press, and maintain familiarity with media contacts.
- Ensure Executive Director, staff, and Board Members are adequately briefed and prepared to speak about relevant advocacy goals, education policy, and community conditions at all times
- Develop and maintain a range of communications outputs, including all print and electronic collateral, stakeholder briefs, press releases and statements, thereby establishing consistent and effective messaging for the organization
- Maintain Ingenuity’s online presence, including scheduled updates to website content and the management of social media accounts
- Manage a Collective Impact Panel of 8-12 community arts and/or advocacy leaders who will help inform Ingenuity communications and advocacy strategy. Direct monthly committee meetings with the goal of incorporating community input into Ingenuity’s evolving communications strategies
- Ensure Ingenuity’s existing reputation and impact grows further locally and nationally

Policy (25%)

- Collaborate with local, state and national partner organizations and leaders to advance policy goals
- Understand how to utilize messaging to inform, educate, and mobilize stakeholders
- Maintain strong working relationships with relevant CPS leadership as appropriate
- Develop and maintain excellent relationships with industry counterparts and relevant partners toward advancing Ingenuity’s issues and place in the sector
- Stay abreast of arts and education-related federal, state and local policies
- Present Ingenuity’s work to local, state and national audiences via conferences, webinars, and other education and arts education sector opportunities
- Provide professional development opportunities in effective communications to help mobilize community-based arts organizations and CPS parents and students

This position requires a strong strategic thinker, able to navigate shifts in the education landscape. Succeeding in this environment requires someone who is very comfortable working collaboratively, and leveraging the support of co-workers and partners.
Priority Skill Requirements

- Ability to interface with top leadership in government, nonprofits, and corporations as well as with community leaders, parents, and students
- Ability to manage multiple priorities while maintaining a positive attitude
- Demonstrated success as a detail oriented project manager
- Excellent communication skills, both verbal and written
- Experience in writing comprehensive communication plans
- Experience in establishing and maintaining effective partnerships a must
- Familiarity with mass email platforms such as Constant Contact, Mail Chimp and others
- Fluency in Spanish a plus

Background

- 5-10 years of experience in the communications, media relations, or public affairs field, preferably connected to the social sector
- Strong understanding of political, industry and media relationships
- Experience in complex, multi-audience communications environments
- Understanding of brand management concepts and practices
- Bachelor’s degree (required), Masters degree in public policy, political science, journalism, or communications preferable
- Candidates who possess flexibility, maturity, vision, personal fortitude, and a sense of humor will find it a pleasure to work here

Reports To
Executive Director

Compensation and Benefits
This is a full-time, salaried position based in Chicago’s River North neighborhood. Salary commensurate with experience. Ingenuity offers a generous health insurance and benefits package, matching retirement plan contributions, personal days, and paid vacation and sick time.

Hiring Process and Timeline
To apply, please send the following to employment@ingenuity-inc.org:
- A cover letter and resume detailing your relevant experience and qualifications for this role.

Ingenuity is an equal opportunity employer. Ingenuity encourages qualified candidates of any gender, race, class, sexual orientation, faith, disability, or age to apply, including ALAANA candidates, transgender and gender non-conforming candidates, as well as candidates from all socio-economic backgrounds. All applicants are evaluated on a merit basis. In compliance with federal law, any person hired will be required to verify identity and eligibility to work in the United States and to complete the required employment eligibility verification form upon hire.