



## **Director of Communications**

Based in Chicago, **Ingenuity** is a leading nonprofit hub for data, strategy, advocacy and partnerships related to arts education in public schools. Ingenuity works with city and school 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 public school students. Ingenuity is a national leader in arts data collection and mapping, a leading strategy partner to cities and their district leadership, and an advocate for the arts in public schools.

### ***Roles and Responsibilities***

The Director of Communications will work closely with the Executive Director and staff members to advance access to and quality of arts education in Chicago Public Schools. The Director will help to foster long-term partnership and collaboration with diverse stakeholders in order to achieve supportive policies and resources at the local, state and federal levels.

The ideal candidate will:

- Understand how communications and messaging are a strength—internally and externally—and instill an ethos of smart, savvy opportunistic engagement 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

### **Communications**

The Director of Communications will define and lead effective, accurate communications strategies—including designing and implementing annual organization-wide communications plans—to support Ingenuity’s objectives and enhance the organization’s mission and reputation. S/he will direct the timing, content, and strategy of communication efforts for all of Ingenuity’s program areas. S/he will ensure that Ingenuity is viewed as the primary source of arts education-related information within Chicago’s diverse arts and education network.

The Director will be responsible internally for both organizational and initiative-specific communications to all audiences. S/he will act as Ingenuity’s key media spokesperson and establish and maintain positive relationships between various internal and external stakeholders. The Director will be charged with developing and maintaining a range of communications outputs, including collateral materials, stakeholder briefs and letters, advocacy positioning, press releases and statements, thereby establishing consistent and effective messaging for the organization.

This position requires a strong strategic thinker, nimble to navigate shifts in the education landscape through the proactive creation and implementation of communications strategies and

campaigns. Succeeding in this environment requires someone who is very comfortable working collaboratively, and leveraging the support of co-workers and partners.

The successful candidate will be familiar with education policy locally and nationally, will understand and have experience in delivering innovative, effective communication strategies, and will be able to effectively communicate about the importance of arts education based on evidence and research.

## **Policy**

The Director of Communication will understand how communications strategies underpin Ingenuity's advocacy agenda. The Director will design innovative communication strategies utilizing the organization's program and data analysis and research assets. The Director will understand how to utilize messaging to inform, educate, and mobilize stakeholders and other constituencies.

The Director will collaborate with local, state and national partner organizations and leaders to support sector-wide policy goals. S/he will stay abreast of arts and education related federal, state and local policies, and will build and leverage relationships to ensure Ingenuity and CPS' arts education programs are strongly represented.

The Director will play a key leadership role in the development, maintenance, and strengthening of relationships with CPS, civic leaders and elected officials, as well as key community groups. S/he will foster relationships and be well-positioned to consistently advocate for sector-wide arts education goals.

## **Key responsibilities include, but are not limited to:**

- Create highly strategic, creative, and cost-efficient annual communication plans that align strategies, tactics, budgets and measurement standards with the organization's objectives
- Set a messaging agenda that is broadly supported by, and shared with, all sector stakeholders
- Direct all communications, PR, and marketing for Ingenuity
- Act as organization spokesperson and liaison between Ingenuity and the press, and maintain familiarity with media contacts.
- Manage the development, distribution, and maintenance of all print and electronic collateral including, but not limited to, newsletters, brochures, annual reports, and Ingenuity's website consistent with the Ingenuity brand
- Maintain Ingenuity's online presence, including scheduled updates to website content and the management of social media accounts
- Develop and maintain relationships with relevant CPS leadership at all levels and across work focus areas, as appropriate
- Develop and maintain excellent relationships with industry counterparts and relevant partners toward advancing Ingenuity's issues and place in the sector
- 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
- Manage and maintain membership of a Collective Impact Panel of community arts and/or advocacy leaders who will help inform strategy

- Ensure Executive Director and Board Members are adequately briefed and prepared to speak about relevant advocacy goals, education policy, and community conditions at all times
- Lead efforts in, and provide on-going counsel and content to colleagues related to, internal and external communications including emails, videos, speeches, presentations, panel discussions and interviews.

### *Skill Requirements*

- Demonstrated success as a results-driven project manager
- Excellent communication skills, both verbal and written
- Ability to interface with top leadership in government, nonprofits, and corporations and also on the ground with community leaders, parents, and students
- Experience in writing comprehensive communication plans
- Experience in establishing and maintaining effective partnerships a must
- Ability to design and implement communications training and materials
- Ability to manage multiple priorities and work in an entrepreneurial environment while maintaining a positive attitude
- 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 policy or community organizing within the public education or education reform spaces
- 5-10 years of experience in the public relations, communications, media relations, or public affairs field, preferably connected to the arts and/or education
- Demonstrated knowledge of electronic and print media systems, advertising techniques, and production of printed and audiovisual materials
- Demonstrated understanding of public education and municipal government, CPS specific knowledge a plus
- Experience in complex, multi-audience, multi-channel communications environments
- Understanding of brand management concepts and practices
- Strong network of political, industry and media relationships
- Bachelor's degree (required), Masters degree in public policy, education policy, urban planning, communications or business administration preferable
- A strong work ethic and proven track record of making progress in nimble environments
- Candidates who possess flexibility, maturity, vision, personal fortitude, and a sense of humor will find it a pleasure to work here

Ingenuity is an equal opportunity employer. Ingenuity does not discriminate and encourages qualified candidates of any gender, race, class, sexual orientation, faith, disability, or age to apply. All candidates will be evaluated on a merit basis.

Contact Ingenuity at [employment@ingenuity-inc.org](mailto:employment@ingenuity-inc.org) to apply.