



Communications Manager Position

Organization Background

[Ingenuity](#) was founded in 2011 to increase arts education access, quality and equity in Chicago Public Schools (CPS), the country's third-largest school district. Our mission is to ensure that every child, in every grade, in every CPS school has access to a high-quality arts education. We are passionate supporters of, and believers in, the power of arts education to transform the lives of students in our public schools. In partnership with CPS leaders and schools, and Chicago's vibrant community of museums, cultural institutions and community-based arts organizations, Ingenuity is driving systemic change in CPS arts education through four interconnected strategies:

- **Data:** we use data to drive CPS arts education access, and disseminate these data through our [artlook](#)® data-mapping platform and our annual [State of the Arts in CPS](#) Progress Report.
- **Partnerships & Learning:** we provide extensive [professional learning](#) to arts educators to support high-quality arts programs in schools.
- **Advocacy:** we [advocate](#) for public policies that expand arts education opportunities to students.
- **Grant-making:** through the [Creative Schools Fund](#), we provide grants directly to CPS schools to expand arts programming.

Position Overview

In order for Ingenuity to achieve its mission, a dynamic and detail-oriented Communications Manager is required. The Communications Manager will be part of a team responsible for driving Ingenuity's work forward, in particular strengthening Ingenuity's internal and external engagement and managing the planning, implementation, and execution of Ingenuity's communications and marketing strategies.

Roles and Responsibilities

Under the direction of the Director of Communications, the Communications Manager provides cross-functional support to the Ingenuity team. Key responsibilities include:

Internal Communications and Content Creation (60%)

- Internal Coordination and Communications
 - Create and maintain highly strategic, creative, and cost-effective annual communications plans that align strategies, tactics, budgets and measurement standards across program areas.

- Absorb relevant information and collaborate with Ingenuity staff, and the Director of Communications to devise and execute key aspects of communications strategies.
- Engage staff to gather information that will build context for company wide communications and education.
- Coordinate integrated communications campaigns for major Ingenuity projects, including the annual State of the Arts Report, Creative Schools Certification Survey, Arts Education Conference, and National Arts in Education Week, among others.
- Messaging and Content Creation
 - Manage Ingenuity's e-newsletters, website, and social media channels, including design and sourcing topics.
 - Write key messages for supporting documents, FAQs, blogs posts, collateral materials, press releases, video scripts, talking points, media pitches, presentations, and op-eds to strengthen Ingenuity's position as a sector leader both locally and nationally.
 - Coordinate and manage with graphic designers and/or consultants to produce programs specific products as appropriate.
 - Fact-check staff documents for accuracy, and edit appropriately.
- Project Management
 - Monitor and analyze communications outcomes based on available analytics (social media, Google Analytics, email analytics, etc.)
 - Present relevant project-based communications efforts and goals to Ingenuity staff and CPS Department of Arts Education, including: key messaging, milestones, and needs/responsibilities.
 - Practice advanced planning, coordination, and testing of web, email, newsletters and other outgoing content.

External Engagement (40%)

- Reputation Building and Strategy Development
 - Create messaging aligned with organizational voice and tone, tailored to audience and context.
 - Identify outreach opportunities to increase awareness and impact of Ingenuity's programs and services, and build strategies to advance and sustain sector priorities.
 - Guide organization efforts on emerging stakeholder issues, and improve communication between Ingenuity and external partners.
 - Monitor trending arts education news, local and national advocacy efforts, policy initiatives, and community conditions to develop relevant, responsive communications that address the needs of Ingenuity stakeholders.
- Stakeholder Management
 - Clearly communicate Ingenuity's objectives to the community.

- Create a purposeful engagement strategy between Ingenuity and external communities and subject matter experts.
- Support Ingenuity's collective impact work, including (but not limited to) supporting/ maintaining stakeholder engagement, collaborations, partnerships, etc.
- Ensure key stakeholders are aware of Ingenuity's key programs and initiatives.
- Leadership
 - Engage, serve, and communicate with the Chicago arts education community as an ambassador for Ingenuity.
 - Regularly engage in community activities and committees on behalf of Ingenuity.

Knowledge, Skills and Experience

- Project management.
- Excellent communications skills, including writing, editing, and speaking.
- Ability to synthesize complex information into easily-understood communications.
- Experience with WordPress or related website platforms.
- Strong knowledge of Google-Suite and Microsoft Office.
- Ability to create effective messaging on major social media platforms (Facebook, Twitter, Instagram, LinkedIn) and management systems (HootSuite, e.g.).
- Experience with email marketing service(s) (MailChimp, etc.).
- Graphic design skill (Canva, Adobe Creative Suite, etc.).
- Exceptionally detail-oriented; excellent organizational and time-management skills with ability to accomplish multiple projects with little supervision.
- Strong interpersonal & collaboration skills with diverse stakeholder groups.
- Fluency in Spanish is a plus.

Desired Background

- Bachelor's degree in marketing, communications, journalism or related field is preferred; significant work experience can substitute for the degree.
- Minimum of two years experience in communications and/or marketing.
- Possess a strong work ethic, with high expectations for self and the quality of work.
- Demonstrated commitment in diversity, equity, and inclusion practices.
- Previous lived experience, interest, or connection to Chicago's arts/arts education, youth development, and/or civic community; previous nonprofit experience is a plus.
- Excellent interpersonal skills.
- Experience in visual storytelling and video editing.
- Candidates who possess flexibility, maturity, vision, personal fortitude, and a sense of humor will find it a pleasure to work here.

How We Will Support You

Our values of arts education access, quality and equity underpin how we work day-to-day, and the support we provide to our staff.

- **Commitment to Your Personal Growth:** you are our greatest asset and we are committed to your growth and learning. Every team member has access to annual professional development to deepen or develop skills, and real-time feedback and coaching.
- **Leadership Opportunities:** We value many different types of leaders and possible combinations of leadership roles, so you can grow your career in a way that aligns best with your personal goals.
- **Health and Wellness:** We want you to thrive both in and out of the office and trust you to use good judgment to take the time off that you need so you can bring your best self to work.
- **Inclusivity:** We commit to upholding a positive work environment where everyone can contribute authentically to discussions, develop and share ideas, and where you can bring your whole-self to the work. We will encourage you to think creatively, develop your confidence, and we commit to fostering your professional autonomy in your work.

Compensation and Benefits

This is a full-time, salaried position based in Chicago's River North neighborhood. Compensation for this position starts from \$65,000 based on qualifications and experience. Ingenuity offers a generous health insurance and benefits package, matching retirement plan contributions, personal days, and paid vacation and sick time. Ingenuity is currently offering remote work opportunities to its employees several days per week, with the expectation that in-office work will fully return in 2022.

To apply, please send a cover letter and resume detailing your relevant experience and qualifications for this role to employment@ingenuity-inc.org. Applications will close October 22, 2021.

All materials will be held in the strictest confidence.

Ingenuity is an equal opportunity employer. Ingenuity encourages qualified candidates of any gender, race, class, sexual orientation, faith, disability, or age to apply, including BIPOC (Black, Indigenous, People of Color)/ALAANA (African, Latinx, Asian, Arab, Native-American)/multiracial candidates, transgender and gender non-conforming candidates, as well as candidates from all socio-economic backgrounds. All applicants will be evaluated on a merit basis.