Communications and Storytelling Manager

Organization Background
Ingenuity was born from a city-wide collective impact movement that coalesced hundreds of arts education stakeholders in solving a complex problem: arts inequities in Chicago Public Schools (CPS). Since 2011, Ingenuity has collected and analyzed CPS school-level data to influence sector-wide decision-making, fuel arts-supportive policies, and identify opportunities for improved resource distribution to all CPS students. Before Ingenuity, coordination among Chicago’s arts education sector did not exist.

We lead collective efforts across public and private sectors to launch data-driven frameworks that are helping to close the gap to arts education access in CPS schools. Ingenuity serves as the “connective tissue” between Chicago’s arts education stakeholders including small local arts organizations, large cultural institutions, teaching artists, CPS leadership, and the City of Chicago. Together, we advance data-informed decision-making to benefit CPS students.

Along with an active board of directors, outside consultants, multi-year strategic plans, and an annual budget of approximately $3M, Ingenuity implements its services in partnership with CPS to support the needs of 330,000 CPS students, 650 schools, and 500 community arts organizations. Ingenuity drives systemic change in CPS arts education through four interconnected strategies:

- **DATA + RESEARCH**: We collect and analyze data from CPS, the Illinois State Board of Education, and arts organizations. Data are then disseminated through our artlook data-mapping platform, annual State of the Arts in CPS Progress Report, Data Snapshots, and Creative Schools Roadmaps that provide comprehensive, real-time insights on arts education staffing, program quality, equity of program distribution, and much more. These data inform, prioritize and fuel strategies that uplift the arts in CPS.

- **PARTNERSHIPS + LEARNING**: Informed by Ingenuity’s data strategies, we engage, align, and build the capacity of arts education stakeholders in closing the gap in CPS arts education. Our responsive arts education learning events and resources build knowledge, skills, relationships, and networks to strengthen the sector’s efforts in achieving arts education equity. Our work also includes personalized coaching, technical assistance, and partnership consultations and matching.

- **ADVOCACY**: We uplift arts education access and equity at local, state, and federal levels to advocate for better policies and increased arts education funding. Our work with CPS and the City of Chicago removes barriers to arts education in CPS.

- **INVESTMENTS IN ARTS PROGRAMS FOR STUDENTS**: Since 2013, Ingenuity has provided over $20M in grants to CPS schools through the Creative Schools Fund (CSF).
Grants support teacher-designed arts learning experiences for students, teacher professional

Position Overview
For Ingenuity to achieve its mission, a dynamic and detail-oriented Communications and Storytelling Manager is essential. The Communications and Storytelling Manager will be a key part of the team responsible for driving Ingenuity’s work forward. In particular they will be responsible for strengthening Ingenuity’s internal and external engagement and managing the planning, implementation, and execution of Ingenuity’s communications and marketing strategies. The team member in this position is an effective storyteller and communicator, as well as a strong writer, editor and project manager.

Role and Responsibilities
The Communications and Storytelling 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 Chief of Staff to devise and execute key aspects of communications strategies.
- Engage and convene staff to gather information that will build context for organization-wide communications and education.
- Coordinate integrated communications campaigns for major Ingenuity projects, including the annual State of the Arts Report, Creative Schools Certification Survey, Data Snapshots, Ingenuity Virtual Learning (IVL) launches, National Arts in Education Week and CSF Grant Announcements, among others.
- With the Development Team, create integrated fundraising campaigns (i.e. end of the year appeal, Giving Tuesday, Annual Fundraising event, among others).

Messaging and Content Creation
- Manage Ingenuity’s annual report, e-newsletters, website, and social media channels, including design and sourcing topics.
- Write key messages for supporting documents, FAQs, blog 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.
- Fact-check staff documents for accuracy, and edit appropriately.
- Disseminate CSF impact stories via press releases, newsletters, social media, etc.
Project Management

- Plan, organize, set deadlines, monitor progress and execute on various projects across the organization.
- Manage communications projects from start to finish; review all major deliverables to ensure quality.
- Direct the activities of external contractors such as graphic designers and photographers.
- 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, 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 (newsletters, data snapshots, annual reports, videos, speaking opportunities, CSF Grant projects etc.) 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.

Shareholder Engagement

- Create an annual plan for engaging stakeholders.
- Clearly communicate Ingenuity’s objectives to the communities we serve.
- Develop and segment stakeholder audience lists to tailor messaging and mode for each audience.
- Ensure key stakeholders are aware of Ingenuity’s key programs and initiatives and create effective and transparent communications that build trust and buy-in.
- 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

- Two years of nonprofit communications and/or marketing experience.
- Exceptionally detail-oriented; excellent organizational and time management skills, with ability to accomplish multiple projects with little supervision.
- Exceptional project management skills.
- Possess a strong work ethic, with high expectations for self and the quality of work.
- Excellent communications skills, including writing, editing and speaking.
- Creative, flexible, exceptional follow-through and knowledge of various communications tools and processes.
- Strong problem solving skills and the ability to come up with creative solutions.
- 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, etc.).
- Experience with email marketing service(s) (MailChimp, etc.).
- Strong interpersonal & collaboration skills with diverse stakeholder groups.

Desired Background

- Previous lived experience, interest or connection to Chicago’s arts/arts education, youth development, and/or civic community; previous nonprofit experience is a plus.
- Demonstrated commitment in diversity, equity and inclusion practices.
- Graphic design skills (Canva, Adobe Creative Suite, etc.) are a plus.
- Experience in visual storytelling and video editing.
- Bachelor’s degree in marketing, communications, journalism or related field is preferred; significant work experience can substitute for the degree.

Reporting Relationship

This role is housed in Ingenuity’s Development and Communications Team and reports to the Chief of Staff, with a matrix report to the Executive Director.

Compensation and Benefits

This is a salaried, full-time, exempt position. The current annual salary for this position is between $60,000 - $70,000. Ingenuity offers a generous health insurance and benefits package, matching retirement plan contributions, personal days, and paid vacation and sick time.

Our current excellent benefits package includes:

- Medical and dental insurance
- Life insurance
- Short- and long-term disability insurance
- Paid vacation time
- Paid sick time
- Paid personal time
- Twelve (12) standard company holidays per calendar year
- Up to 4-weeks per year of fully remote/offsite work
- Pre-tax Commuter Expense Reimbursement Plan
- IRA retirement plan with up to 3% employer match
- Funds to support professional development related to work
- Employee Assistance Program

*Please note that all employment-related pay and benefits provided to Ingenuity employees are subject to all applicable policies, practices, processes and legal requirements, including changes to them that may occur from time to time.*

**Location and Travel**
Ingenuity’s offices are based in Chicago’s River North neighborhood. We gather in the office two to three days a week. Depending on business needs, additional days in the office may be necessary from time to time. Most team members work remotely Mondays, Thursdays and Fridays. Our team believes in the power of connection and collaboration when people work together face-to-face and we believe in giving people flexibility to focus, balance personal priorities, and save themselves two-three commutes per week.

Minimal travel outside of Chicago and may be expected occasionally and may include participation in professional conferences.

**EEO and Diversity, Equity, and Inclusion**
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 will be evaluated on a merit basis.

In 2020, Ingenuity partnered with the Morten Group, a Chicago-based consulting firm with expertise in racial equity work. Resulting from that partnership, Ingenuity launched our first-ever Equity Action Plan in the fall of 2022. It includes our Diversity, Equity, and Inclusion vision, values, and goals, and serves as a tangible roadmap for our equity journey, with metrics and accountability measures. However, we know this work is never “complete.” We see our plan as a living document, one which will serve as our steadfast beacon for monitoring progress, implementation and continual prioritization of our DEI vision, values and goals. Read it [here](#).

**Background Checks**
As a current Chicago Public Schools vendor, Ingenuity may be required to submit annual background checks for all employees.
**Submission Instructions**

To apply, please visit [https://www.ingenuity-inc.org/about/get-involved/](https://www.ingenuity-inc.org/about/get-involved/) and send your resume and work samples to employment@ingenuity-inc.org. Kindly use the position title as the subject line of your email. All inquiries will be held in confidence.

A cover letter is not required with your initial application but is welcomed to help us understand your fitness for this role during our initial evaluation. Candidates invited for interviews with the Ingenuity team will be asked to provide a thoughtful letter of interest indicating their specific qualifications for the opportunity, desire to join Ingenuity and connection to its mission. Please provide at least two work samples (professional or personal) that showcase your content creation work. Examples are: newsletters, press releases, one-pagers, graphic design, website content, slide deck, etc. Please explain your role and the process and strategy in creating the items.

Review of applications will begin immediately and continue until the successful candidate has been selected.