

Manager of Marketing + Expansion

Full-Time, Based in New Orleans, LA

ABOUT THE ROLE

The Manager of Marketing + Expansion is a critical member of TrueSchool’s development team, serving to support our efforts to expand to 3 states in 2020 and 5 in 2021. This individual will grow our visibility nationally, spearhead state-wide and national outreach efforts, and enhance our long-term sustainability. They will not only generate momentum for TrueSchool at a key moment in time, but also enhance the recognition of the amazing educators we serve and their powerful work on behalf of students.

WHAT YOU WILL GAIN

- Join a talented, mission-driven team focused on achieving results and effecting big, bold change in education
- Learn and grow within an organization dedicated to coaching, feedback, learning, and continuous improvement
- Engage in deep work with forward-thinking schools AND systems-level work with district, state, and national partners
- Connect with a powerful network of education organizations, entrepreneurs, and partners
- Think strategically about organizational impact, sustainability and scale; be part of social entrepreneurship in action
- Work with some of the most creative, visionary, and ambitious educators in the country

KEY AREAS OF RESPONSIBILITY

Marketing + Brand Management

- Spearhead strategy and approaches to building national brand recognition
- Hone core messaging and develop key organizational collateral
- Develop and execute a strategic communications plan, including regular communications with and activation of TrueSchool alumni and other key champions
- Manage our website and social media
- Develop creative ways to showcase the work of schools and educator stories (in collaboration with programs team) -- put educators at the center of the conversation as the thought leaders

Network + Expansion

- Map ecosystems and develop connections with key influencers and community supporters in current and prospective states
- Lead all marketing and outreach to districts and schools to apply for our program; identify creative ways to double the number of applications received annually
- Research prospective new states for expansion and support the ED’s learning visits
- Track engagement with all stakeholders across the TS network (CRM management)
- Conceptualize from a blank slate and lead TrueSchool’s first national convening (TBD in 2020)

Fundraising

- Create an annual brand campaign and fundraising materials
- Research and prioritize prospective funders and grant/RFP opportunities
- Track funder relationships and touch points, ensuring regular communication and timely follow-up
- Support the ED in preparation for pitching leads
- Manage regular communications and reporting to current funders
- Prepare customized pitch decks and proposals
- Craft RFP documents and grant applications
- Envision and spearhead new opportunities for diversifying funding

QUALIFICATIONS

- 5+ years of work experience
- Must possess a broad and deep network across education + marketing
- Experience in K-12 public education AND business/non-profit management
- Bachelor's degree required, master's preferred

COMPENSATION

We offer competitive compensation and benefits commensurate with experience.

SELECTION TIMELINE + START DATE

We anticipate interviewing beginning in late May 2019 and selection by late June 2019. Anticipated start date is July 8, 2019.

HOW TO APPLY

To apply, email your cover letter + resume as a single PDF to opportunities@trueschool.org. In the email subject line, please write “[Your Full Name]: [Name of Role].”

POSTING CLOSE DATE

June 15, 2019. **Applications are being reviewed on a rolling basis. If you're interested, we encourage you to apply now.**

ABOUT TRUESCHOOL *Activating educators to transform learning*

We believe in the tremendous potential of the people in the building. As those closest to communities, they are best positioned to lead enduring change and improve outcomes for students. **We develop and invest in educators leading innovative approaches to school improvement. Through our facilitated year-long program and expert coaching, ideas become impact, leaders develop, and communities connect. What results is a portfolio of real-world, educator-led innovations in schools across the country.**

Over the last 5 years, we've worked with over 2,000 educators in 142 schools in 9 states, impacting 100,000+ students. **We are building a national network of educators equipped to redefine the status quo of the student experience and transform learning at scale. Together, we are building “true” or fully realized schools: equitable places of limitless potential for learners.** For more information about our work, please visit www.trueschool.org.