

# 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 mid June 2019 and selection by late July 2019. Anticipated start date is October 2019.

**HOW TO APPLY**

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

**POSTING CLOSE DATE**

July 1, 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](http://www.trueschool.org).