



## COMMUNICATIONS DIRECTOR

JOB DESCRIPTION

FULL TIME, IN PERSON, DALLAS TX

### Who We Are

[United to Learn](#) (U2L) is a Dallas-based education nonprofit with a stated mission of changing lives by transforming the relationship between schools and community. United to Learn is focused on accelerating student achievement across 50 Dallas ISD elementary schools, and growing purposeful leaders through partnerships with businesses, high schools, colleges, faith-based organizations, and engaged individuals and groups. Together we work to create a united, thriving community. Learn more about the organization [here](#).

### The Role

United to Learn's Director of Communications advances United to Learn's mission, brand, and programs by building understanding and inspiring action around U2L's efforts via content and storytelling. This role works collaboratively with internal and external stakeholders to design and create content and reports to the Chief Marketing Officer.

Our values underpin everything we do. The Director of Communications is expected to consistently demonstrate United to Learn's core values.

- **Optimistic:** We believe that with the right resources all children can achieve greatness
- **Nimble:** We respond flexibly and creatively through active listening
- **Culturally Competent:** We build a positive understanding of diverse perspectives
- **Collaborative:** We respectfully and empathetically work to learn from each other and build coalitions
- **Effective:** We use evidence-based practices for high-impact results

### Reporting Structure

The Director of Communications reports to the Chief Marketing Officer.

### Essential Competencies

#### Functional Excellence

- Lead the development and implementation of the organization's communication strategy, including traditional and digital content, media relations, and other communication channels
- Work collaboratively with internal and external stakeholders to **design and create compelling content**, including reports, presentations, newsletters, social media, and other communications materials
- Develop and maintain relationships with media outlets, influencers, and other stakeholders to ensure consistent and effective coverage of our programs and initiatives
- Collaborate with programs, fundraising, and operational teams to ensure alignment and consistency of messaging across all channels and platforms
- Conduct research and analysis to understand our target audience and develop messaging and content that resonates with them
- Covers events with photography, PR strategy, social media efforts in collaboration with the marketing team.
- Research key trends and relevant practices in the larger education/nonprofit/communication space.

#### Sector Knowledge

- Strong commitment to public education, student achievement, and the mission, vision, and values of U2L
- Advanced knowledge of Dallas ISD goals, priorities, assessments, and personnel structure and U2L schools
- Advanced knowledge and ability to teach others about Dallas public education sector and collaborative organizations

#### Project Management

- Ability to nimbly adjust priorities and manage multiple tasks while working collaboratively with internal and external stakeholders
- Contribute to project vision and goals; oversee project plan and team members for timely completion across workstreams
- Promote consensus among organizational stakeholders when proposing new initiatives

#### Communication

- Excellent written and oral communication
- Deliver well-organized, persuasive presentations and reports to varied internal and external audiences
- Use discretion while communicating sensitive information

### Relationship Management

- Demonstrate effective interpersonal skills, and build trust and belonging internally and externally
- Develop own senior level network of contacts and coach others on how to build and maintain a network of contacts internally and externally

### People Development

- Oversee, coach, and manage direct reports; provide strategic guidance and performance feedback; maintain regular 1:1s; deliver timely mid-year and year-end conversations
- Take a leadership role in recruitment, retention, and management of talent within function and within organizational budget, in collaboration with function chief and HR
- Set and exemplify tone and culture of U2L, exhibiting professional, welcoming demeanor with all colleagues and volunteers

### Technical Excellence

- Lead and oversee data analysis
- Challenge assumptions and ask questions to evaluate data
- Critically examine all initiatives and programs with eye toward improvement
- Identify critical messages from research and data analysis for compelling storytelling
- Advanced knowledge of Adobe Creative Suite, Google Suite, and MS Office products

### Ideal Candidate Qualifications

- Hold a bachelor's degree with 8-10 years of experience in marketing, communications, media, journalism, design, or a similar field
- Mandatory valid driver's license and insurance, current background check and vaccine status required in compliance with Dallas ISD schools, and ability to lift up to 20 lbs
- Ability and willingness to lead and attend programming events as needed; including mornings, evenings, and/ or weekends

### Compensation and Benefits

As a full-time employee, the Director of Communications will receive:

- Competitive Salary plus insurance benefits including dental and vision plans
- Participation in employer contributed retirement plan through a Vanguard IRA Fund
- Generous holiday schedule including 6 Federal holidays plus an additional 20 holidays in accordance with Dallas ISD's administrative calendar during the academic school year, which reflects extended Thanksgiving, Winter Holiday and Spring Break paid time off
- Plus, 10 days of paid time off as requested throughout the year

To apply, please email a cover letter, resume, and 5 samples of your work to [careers@unitedtolearn.org](mailto:careers@unitedtolearn.org).