



COLORADO LEAGUE of  
CHARTER SCHOOLS

Title: Vice President of Communications

Date Printed: 01/16/2018

Job Posted On: 01/12/2018

Posting Expiration Date: 02/10/2018

Work Location: Denver, Colorado,

## Description

---

**Organization:** The Colorado League of Charter Schools has 15 staff members, a statewide membership of 250 schools with over 115,000 students, a distinguished 24year history, a prominent 13 member board of directors, and a strong fiscal position. The League's mission is to improve student achievement by supporting Colorado's charter public schools, positively reshaping the public school landscape, and advancing opportunities for innovation and expanded high-quality public school choice. The League's vision is for all Colorado students to have access to high-quality, publicly-funded school options. The League's expectation is that all employees of the organization will champion its mission and vision with passion and dedication.

**Position Summary:** The League is seeking a Vice President of Communications to take ownership for formulating and guiding its messaging to key audiences including print and digital media, public officials, educators, families and taxpayers at the local and state levels. We are seeking a candidate with unique qualifications. The Vice President will be paid competitively including a fulltime salary, the opportunity to earn an annual performance bonus, and attractive health, retirement and life insurance benefits. The position will be retained as soon as an exceptional candidate can be identified.

## Essential Job Duties:

### Communications

Develop and manage a comprehensive and effective communications program aligned with the League's strategic plan. The plan should include the following.

o Organizational Communications: Ensure that all members of the League staff and board are communicating key messages in an aligned, well-coordinated, informed and impactful manner internally and externally to the Colorado charter sector. Particular priorities include support of the League's research & evaluation, advocacy and new school development programs.

o Internal Communications: Advance communications among participants in the Colorado charter sector - including advocates, administrators, teachers, parents and students - in influential, appropriate ways that transmit key messages and generate desired responses related to collective vision and impact, sector goals and priorities, League value proposition and service offerings, and school/sector quality.

- External Communications – Advance communication across public education establishment and general public in targeted, cost effective ways that: increase overall awareness of charter schools; equips parents across the socioeconomic spectrum to be more discriminating decision-makers; and debunks misinformation.
- Undertake and support activities that increase awareness of the Colorado League of Charter Schools, promote programs and services, draw participants to events, and attract needed resources (talent, volunteers, advocates, financing, etc.).
- Ensure that effective communications tools and practices are in place to successfully transmit key messages among all stakeholders & enable the League to speak with one voice.
- Steward the League’s brand – including values, standards, identity, positioning and risk mitigation – and ensure adherence to well-codified branding guidelines and strategies.
- Develop, audit and keep up-to-date graphics and content on the League’s website, social media as well as collateral, print and digital materials.
- Develop and steward relationships with key media and public affairs representatives to position the League as the source for research, public policy and human interest stories related to Colorado charter schools.
- Coordinate media interest and organizational priorities, and ensure regular contact with target media and appropriate, proactive media requests.
- Develop press releases, op-eds, letters to the editor, talking points, and assist with public presentations and events, including policy agenda.
- Manage liaison with all forms of media including designation, preparation and support of spokespeople.
- Provide management and program counsel on issues related to public policy statements and positions, external communications, topical issues in the news, and decisions related to crisis communications and response.
- Develop, edit and coordinate production of e-newsletters, special publications such as the annual report and annual conference program, marketing campaigns and materials for the League’s signature events, including the Colorado Charter Schools Conference, Charter Advocacy Day, Policy & Facility Summit and Teacher Summit.
- Deliver media and communications trainings to member schools via meetings, presentations and other forms of engagement.

Create communications resource materials (i.e. toolkits, tips, etc.) to be made available to member schools and new school developers. Provide assistance to member schools regarding communications/media inquiries, help with crisis communications, etc.

**Organizational Leadership** In collaboration with the leadership team, actively contribute to overall organizational decisions and actions, as well as implementation of the strategic plan, operations plan and annual budget leadership decisions and actions.

- Support the League’s six program directors in accomplishing their goals and priorities with a particular focus on advancing messaging activities that develop and promote a strong, vibrant public charter sector.

- 
- Identify annual performance targets and program goals, as well as specific indicators to measure progress toward meeting those goals for League communications.
  - Ensure financial viability including being involved in budgeting process to ensure revenue and expense targets are realistic, ensuring that revenue targets are achieved, expense limits are maintained, and that other team members are informed of budget position/realities.
  - Maintain confidential and sensitive information.
  - Present and represent the League's vision, values, priorities, strategic choices and points of view to internal and external stakeholders.
  - Promote integration across program areas through joint planning, coordination and an overall commitment to keeping each other fully informed and including others in the work.
  - Serve as a critical communication link between the President (also representing the board of directors) and the staff you supervise so that all employees feel a sense of citizenship to the whole organization.
  - Ensure that individual goals and objectives of those supervised are created and reviewed regularly as a means to promote organization-wide accountability.
  - Supervise, coach and provide overall guidance to all those supervised. Specifically, ensure that direct reports know what is expected, have the materials and equipment to do their work effectively, receive explicit, on-going feedback, and develop professionally.

### **Required Skills**

---

#### **Skills and Qualifications:**

- Minimum Bachelor's degree and 8 years' experience in mass communications.
- Personnel management experience in roles of significant responsibility with commitment to organizational health.
- Social sector orientation with desire to give back and advance equity and opportunity for all.
- Experience developing and leading state, regional and/or national communications programs, including media relations, direct stakeholder outreach and marketing programs.
- Demonstrated experience in strategic thinking, decision-making and problem solving.
- Entrepreneurial learning orientation and ability to embrace and incorporate direct feedback.
- Strong personal and professional character and job dedication with ability to achieve outcomes and accomplish multiple tasks simultaneously.
- When necessary, work effectively under time constraints and pressure.
- Demonstrated ability to communicate effectively to a variety of audiences and through varied media – print, radio, television and social.
- Deep knowledge of charter schools and Colorado's K-12 education system preferred although

not required.

- Capacity to demonstrate initiative, analyze rapidly evolving situations, weigh multiple factors, navigate ambiguity, make sound recommendations, and take appropriate action.
- Ability to learn new information rapidly and apply it.
- Working knowledge of the legislative process preferred though not required.
- Ability to perform tasks in a nonpartisan manner with tact and political sensitivity.
- An appreciation for and ability to apply problem solving skills.
- Ability to use Microsoft Windows, Office, Excel, Access, Publisher, and Power Point to analyze information and to generate fact sheets, flyers, talking points, etc.
- Demonstrated ability to work with diverse groups and populations.

**Kind:** Full Time

**Level:** Senior Executive

### **Apply**

---

Please submit a cover letter that explains why you want to join the Colorado League of Charter Schools along with a complete resume that clearly lists all organizations and positions held to date. The cover letter should explain why you are uniquely qualified to fill this position at this point in your professional career.

The Colorado League of Charter Schools is an equal opportunity employer and does not discriminate based on race, religion, gender, age or sexual orientation. Diverse candidates are encouraged to apply. Please submit your cover letter and resume by email to **Teresa Tate** at [ttate@coloradoleague.org](mailto:ttate@coloradoleague.org) with a copy to **Shawna Skaling** at [sskaling@coloradleague.org](mailto:sskaling@coloradleague.org). The position will be retained as soon as an exceptional candidate can be identified.

[Go to Diversity.com](http://Diversity.com)

Diversity.com is the most trusted and affordable resource for any organization in search of diverse professionals, managers and executives. Founded in September 2000, Diversity.com is a privately held, 100% African American family owned small business with headquarters in Atlanta, GA. We market our recruitment services nationwide to all types of industries, organizations and communities with particular emphasis on attracting talented science, technology, education and medical savvy men and women.