

Pinellas Education Foundation

Job Description

VICE PRESIDENT OF ADVOCACY AND COMMUNICATION

Department:	Advocacy and Communication
Reports to:	President
Description:	<p>The Pinellas Education Foundation is dedicated to accelerating achievement for all students through the effective mobilization of resources, relationships and innovation. The Foundation has been in existence for 31 years and regularly achieves national recognition as a leading education foundation in the country. Some of our signature programs include Enterprise Village and Finance Park and Take Stock in Children, which are all initiatives that got their start in Pinellas County Schools and expanded through partnerships to statewide and international impact. Pivotal to our success is our commitment to equity, collaboration, and innovation. It is through the combination of a commitment to our vision and mission, an effective board, strong staff, and key community partners that the Foundation continues to thrive and maintain high levels of success.</p>
Responsibilities include but not limited to:	<p>The Vice President Advocacy and Communications is responsible for creating, implementing and overseeing a variety of communication and government relations strategies in support of the Pinellas Education Foundation. The Foundation uses the term “advocacy” as a broad description encompassing activities from community awareness and convening to public affairs. This role is responsible for designing and implementing comprehensive communication strategies focused toward the ultimate goal of significantly increasing awareness and positioning of the Foundation as a thought-leader in education. The communication and advocacy function includes, keeping stakeholders informed of Foundation initiatives; supporting donor asks, stewardship and cultivation through communication; and organizing leadership in Foundation advocacy efforts. The Vice President provides strategic guidance and manages a team of staff and volunteers that develops and disseminates messages and materials reflecting the goals, impact and mission of the Foundation to key stakeholders including donors, the school district, government agencies, local and state elected officials, and the public.</p> <p>The Vice President serves on the senior administrative team of the Foundation and manages one staff member and various consultants.</p>

Leadership & Management:

- Advance the mission, vision, and goals of the Foundation in concert with the President and as a member of the senior leadership team.
- Serve as an exemplary public school and Foundation advocate with business and corporate partners; build relationships that closely link the community to the Foundation.
- Perform as a member of the President's Senior Team and provide thoughtful, supportive, strategic and innovative leadership with other administrative colleagues.
- Hire, train, inspire, supervise, coach and guide direct reports and the entire communication and advocacy team, including volunteers, toward accountable, goal-oriented outcomes.
- Lead the communication and advocacy team in the development of annual plans and budgets for communication and advocacy efforts.
- Maintain and develop policies and procedures for effective, ethical operation of the Advocacy and Communication Office.

Advocacy and Communication:

- Assist with the creative communication and marketing strategies to support branding, awareness and fundraising efforts.
- Support the President and Foundation board in all phases of advocacy and communication activities.
- Produce videos, talking points, fact sheets and other special materials as needed to support the Foundation's marketing efforts.
- Support and manage media relations.
- Facilitate the engagement of volunteers with key government agencies and local and state elected officials.
- Supply strategic communications counsel to all departments.
- Create and implement a comprehensive communication and branding strategy including social media and mobile trends.
- Serve as executive editor and oversee Foundation's various member communications vehicles.
- Provide strategic direction, manage messaging and apply quality control to ensure the excellence of the Foundation's communication efforts.
- Oversee the creation of the Foundation's newsletter and semi-monthly blog.
- Provide strategic direction and oversight to the Foundation's, ensuring content and messages are timely, on-target and curated.
- Work in conjunction with the Foundation's advancement team to develop marketing materials to assist with fundraising efforts and campaigns.
- Oversee special projects designed to tell the Foundation's story of

impact in public education, engage stakeholders and reaffirm the value of the Foundation.

- All other duties as assigned by the President.

Skills/Attributes:

The successful candidate will display a record of leadership and accomplishment in advocacy and communication. Strong organizational, supervisory, team building and leadership skills are essential. The successful candidate will demonstrate commitment to the mission, vision and values of the Foundation. He or she will document successful implementation of advocacy efforts and communication strategy leading to demonstrable outcomes. Exemplary interpersonal skills and writing skills are essential, as is the ability to affect favorably sophisticated donors, elected officials, volunteers and academic leaders. Ability to handle sensitive issues in a diplomatic fashion and exercise sound judgment on a variety of issues. Ability to maintain a high energy level. Competence in standard MS Office and Adobe programs essential. Familiarity with Constant Contact, web design and other communication tools is beneficial.

Experience Required:

A bachelor's degree is required. A minimum of ten years of experience as a senior level advocacy and/or communication professional is requisite, including successful experience developing integrated communication/advocacy programs, strategic planning and volunteer engagement initiatives. Familiarity with web and mobile trends development and data analytics beneficial. Experience working in a public education institution, while not required, will be valued.

Physical Demands:

The physical demands described herein are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform these functions.

Work Environment:

The work environment characteristics described herein are representative of those employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform these functions.

Interested applicants may fax (727-588-4822) or email (hr@pinellaseducation.org) cover letter, resume and salary expectations. No phone calls will be accepted.