

Job Description: Marketing Strategies and Educational Development Director

Position Overview:

The Marketing Strategies and Educational Development Director will oversee and coordinate the development, implementation, and evaluation of educational programs in business and technology. This leadership role elaborates marketing strategies to support the organization's mission and goals. It combines program management with strategic marketing expertise to enhance the organization's initiatives' visibility, reach, and impact.

Key Responsibilities:

Program Management:

1. Develop, implement, and monitor educational programs that align with the organization's mission and strategic objectives in arts, business, and technology.
2. Collaborate with stakeholders to identify community needs and tailor educational programs to address them effectively.
3. Manage program budgets, timelines, and deliverables to ensure efficient and impactful execution.
4. Evaluate program effectiveness through data collection and analysis; prepare and present reports to stakeholders.
5. Partners with community organizations, funders, and other stakeholders to enhance program reach and sustainability.

Marketing and Communications:

1. Design and implement a comprehensive marketing strategy to promote the organization's programs and initiatives.
2. Develop and oversee the creation of promotional materials, including digital content, social media campaigns, and print publications.
3. Manage the organization's online presence, including website updates, social media platforms, and email newsletters.
4. Coordinate media relations, including press releases, media pitches, and event publicity.
5. Monitor and analyze marketing performance metrics to optimize strategies and demonstrate ROI.

Leadership and Collaboration:

1. Lead a cross-functional program and marketing staff team, providing mentorship, training, and performance evaluations.
2. Collaborate with the executive leadership team to ensure programs and marketing efforts align with organizational goals.
3. Represent the organization at events, conferences, and community engagements.
4. Act as a liaison between the organization and external partners, fostering positive relationships.

Education and Curricula Development

1. Elaborate and develop modern arts, business, and technology curricula.
2. Implement strategies for Classroom distribution and management.
3. Incorporate digital tools and platforms to enhance interactive and remote learning experiences.
4. Develop assessment frameworks to measure the effectiveness of curriculum implementation.
5. Collaborate with educators and stakeholders to ensure curricula meet diverse learner needs and objectives.

Qualifications:

1. Bachelor's degree in marketing, Communications, Non-Profit Management, Education, Computer Science, or a related field (Master's preferred).
2. Proven experience in social media and marketing management, preferably within the non-profit sector.
3. Proven experience in teaching and classroom management.
4. Strong leadership and team management skills.
5. Exceptional communication and interpersonal skills.
6. Proficiency in digital marketing tools, analytics platforms, and content management systems.
7. Ability to analyze data, generate insights, and make data-driven decisions.
8. Demonstrated ability to manage multiple projects simultaneously in a fast-paced environment.
9. Demonstrated ability to develop curricula in business and technology areas.

10. Demonstrated ability in web and app development and CMS systems management.

Key Competencies:

1. Strategic thinking and problem-solving.
2. Creativity and innovation in program design and marketing strategies.
3. Strong organizational and project management skills.
4. Commitment to the organization's mission and values.

Work Environment:

- Hybrid work options may be available.
- Occasional evening or weekend work is required for events and program activities.
- Travel may be required to meet with partners and stakeholders.

Application Process: Interested candidates should submit a resume, cover letter, and portfolio or examples of past work (if applicable) to artsunlimitedsouthwest@gmail.com. Applications will be reviewed on a rolling basis until the position is filled.