



DIRECTOR OF COMMUNICATIONS (REMOTE)

ABOUT THE ORGANIZATION

[Black Teacher Collaborative \(BTC\)](#) invests in Black teachers who believe in the genius, power, and beauty of Black children. As a social entrepreneurial venture, BTC provides professional development, products, and services for Black educators working with Black students. BTC's work centers around our [Black Liberatory Pedagogical Framework](#) that seeks to represent the ideological and instructional manifestations of education as a vehicle for liberation for Black people as represented across the Black teaching tradition translated into a 21st-century context.

BTC's work and pedagogical framework are grounded in the socio-political theory of Black Self-Identity and Self-Determination. We marry our pedagogical framework with a critical interrogation of mainstream best practices and emerging innovations in teaching and learning, Black child development, and the spectrum of disciplines that intersect with Black children and Black educators' educational experiences. BTC aspires to be the leading expert and service provider for supporting the success of Black K-12 public schools while expanding our impact across the American South and to urban centers serving high concentrations of Black students.

THE ROLE

Black Teacher Collaborative seeks an experienced strategic communication leader who is creative, collaborative, and results-oriented to serve as the Director of Communications. The Director of Communications will lead the development and execution of all communications and public relations (PR) strategies to advance BTC's mission, vision, and goals. This work will include developing, managing, and elevating the organization's brand, messaging, and media relations, creating and executing content marketing campaigns, and managing social media strategies and channels. The Director of Communications will serve as the liaison and manage a small community of external consultants, including creative agencies, communications, PR & media, and other consultants to drive communications efforts.

The ideal candidate has a vision and experience and is inspired by the opportunity to develop a high-impact communications and PR strategy and department from the ground up. This role is ideal for a leader who likes to dream big, create systems, processes, and workflows, and drive the future growth, direction, and impact of their department and work. This position is a unique opportunity for a communications and PR leader who deeply believes in and wants to elevate the stories of Black teachers who are cultivating the genius, power, and beauty of Black children through teaching and learning. The Director of Communications will use their experience and knowledge to build a body of work around their boldest and most ambitious ideas for creating a highly effective communications approach within an emerging Black liberatory organization.

Reporting to the Chief of Staff (CoS), this role requires a strategic thinker and collaborator who can consult with the BTC leadership council, BTC's broader team of staff, and a community of consultants in the execution of a comprehensive communications strategy to (a) raise and

solidify BTC's profile, (b) support the proliferation of our work, and (c) involve key stakeholders and constituency groups in BTC's success.

THE CANDIDATE

We are looking for a leader with high intellectual curiosity and strong writing, communications, PR, marketing, and project management skills. The ideal candidate is a leader who can build a deep and authentic understanding of BTC's foundational beliefs, values, mission, and vision to create communications that represent BTC's authentic voice. At the same time, the Director of Communications will need to bring or build familiarity with mainstream concepts and language of the education field to elevate BTC's brand and messaging and promote BTC's work in a crowded education innovation field. The Director of Communications must also be able to think critically, backward plan, organize, prioritize, track, and execute across a large volume of complex projects and tasks with exceptional attention to detail and a high bar for quality. The ideal candidate can work with diverse leaders, teams, consultants, and stakeholders and translate a diversity of communications styles into clear, consistent, and inspiring messaging of BTC's work.

BTC staff is concentrated in the American South. We have a hiring preference for candidates in Georgia, Alabama, and Louisiana, where our programmatic work is focused over the next two years.

PRIMARY RESPONSIBILITIES

Communications Strategy & Execution

Working in partnership with communications strategy consultants and necessary stakeholders, the Director of Communications will:

- Lead development and execution of functional and comprehensive communication strategy in alignment with the overall organization-wide strategic plan
- Develop and support messaging, branding, and communications in alignment with BTC's mission, strategic goals, and standards
- Track and report content effectiveness metrics to internal stakeholders and continually monitors, analyze, and tune messaging to maximize impact
- Lead the development of messaging frameworks, communications templates, and tools to drive alignment with BTC leaders
- Partner with departments across the organization to ensure cohesive, coordinated, and streamlined communications
- Advise and guide the CEO, leadership, and staff on messaging, branding, strategies, and tactics to meet communications needs
- Provide support for crisis communications
- Lead and manage day-to-day communications functions
- Provides strategic guidance and marketing communications
- Develop and manage executive and critical communications for the CEO and other leaders, such as talking points, statements, community messages, and reports
- Translates BTCs long-term communications strategy into an annual operation plan and budget

- Lead development of the annual report in collaboration with other leaders and stakeholders

Public Relations Strategy & Execution

Working in partnership with PR and media, social media, and creative & program consultants, the Director of Communications will:

- Lead development and execution of functional and comprehensive PR strategy in alignment with the overall organization-wide strategic plan
- Write and edit compelling and informative and high-impact content, collateral, and material for a variety of platforms, mediums, and media
- Serve as a conduit for up-to-date and relevant information about BTC's work to support media relations efforts
- Coordinate appropriate staff engagement in response to media requests and support a broader media engagement strategy
- Scale, track, archive, and leverage BTC media engagements in support of BTC's broader communications strategy
- Lead the development and execution of marketing campaigns to support program recruitment, product adoption, and stakeholder engagement
- Identify vehicles for sharing BTC's work and building investment in the organization across various stakeholder groups (e.g., leveraging platforms like e-newsletters and monthly blog posts)
- Craft responses to inquiries from key stakeholders on behalf of the organization and senior leaders
- Identify opportunities for BTC's work to be shared with stakeholder groups via panels, conferences, etc.
- Strengthen and manage BTC's web and social media presence to meet strategic objectives as a cross-functional team

EXPERIENCE

- 7+ years working in a communications role within an organization or agency, with a proven ability to deliver solid and measurable results
- Experience writing for digital mediums (e.g., emails, ads, op-eds, landing pages) and executing large-scale media campaigns (e.g., press, print, video, web, and social) at an agency, digital publication, non-profit, start-up, or in a complex corporate world
- Experience leading communications and PR campaigns in/for K-12 education, non-profit, and/or other social impact space is a plus
- Bachelor's degree in communications, journalism, marketing, or related field preferred

SKILLS

- Communications, Public Relations (PR), & Social Media Strategy
- Media Relations
- Effective & Strategic Communications
- Creative & Critical Thinker
- Relationship Building
- Project & Team Management

- Internal & External Stakeholder Engagement

MINDSETS/CHARACTERISTICS

- Strong alignment, personal, and professional commitment with [BTC's Values, Vision and Philosophy, & Mission](#)
- Deep and unwavering belief and commitment to Black ideology of Self-Identity and Self-Determination and Black children
- High Level of Intellectual Curiosity
- Courageous, Agile, & Adaptive
- Brings strong ideas and beliefs about the challenge we are facing but recognizes the limits of their view; welcomes, deeply values, and skilled at integrating other thoughts and ideas
- Excited about and highly motivated by the opportunity to a build Black institution grounded in Black liberatory principles
- Awareness and experience engaging in conversation about race and all aspects of identity, as well as experience developing practices grounded in diversity, belonging, inclusion, and equity

THRIVES IN/UNDER

- Exploring solutions to complex challenges with limited context where you must quickly assess, analyze and develop possible solutions from which to move work forward
- Creating and leading toward results in a creative environment where bold, visionary, unstructured ideation and innovative thinking are necessary, encouraged, and valued and helps build successful outcomes
- Collaborative, entrepreneurial, diverse, rapidly changing, and deadline-driven environments where the best solutions require input from various perspectives can result in unstructured ideation where you guide toward strategic workable solutions and innovations
- Re-envisioning work for themselves and their team and sound decision-making in times of ambiguity

LOCATION, SALARY, & BENEFITS

Location: Remote (*BTC staff is concentrated in the American South. We have a hiring preference for candidates in Georgia, Alabama, and Louisiana, where our programmatic work is focused over the next two years.*)

Travel: Varies up to 25% (e.g., team meetings/retreats, conferences, etc.)

Start Date: This role is available for immediate start.

Benefits: The Black Teacher Collaborative offers a benefits package that includes medical, dental, vision, holidays, paid time off, and retirement.

To Apply: Interested applicants may submit their application here: bit.ly/BTC_Director_of_Communications. In place of a cover letter, applicants who move forward

will complete a few short (150 words or less) application questions. Applications will be reviewed on a rolling basis.

Equal Opportunity Employer

The Black Teacher Collaborative is committed to providing equal employment opportunities to all qualified individuals and does not discriminate on the basis of race, color, ethnicity, religion, sex, gender, gender identity and expression, sexual orientation, national origin, disability, age, marital status, veteran status, pregnancy, parental status, genetic information, or characteristics (or those of a family member) or any other basis prohibited by applicable law.