Marketing and communications strategist

CTQ seeks a consultant to support redevelopment of a marketing and communications strategy for its fee-for-service offerings. Like many other nonprofits and education organizations over the past 18 months, CTQ has experienced and led a number of shifts in how we support partners across the P20 education ecosystem to create educator-led and learner-centered innovations. This consultancy results in accompanying shifts in how a small nonprofit can sustainably market our work in a dynamic environment.

As an organization committed to growing diversity, equity, and inclusion (DEI), CTQ specifically welcomes connections with consultants who bring diversity of all kinds to our existing team and to the nonprofit and education spaces. The successful consultant(s) will be able to bring a clear DEI lens to the work, whatever identities they may hold.

Core responsibilities and deliverables

- Redevelop of a marketing strategy for CTQ service lines for prospective partners, particularly in K-12 districts and state agencies and higher education;
- Create associated messaging for each of our audience profiles;
- Collaborate with other CTQ team members to coordinate aligned content on the CTQ website to reflect messaging revisions; and
- Operationalize the strategy with a 90-day plan for initial implementation across all CTQ communications channels (while this scope does not include implementation, successful completion of our initial work may result in an extension of the consultancy).

The successful consultant will possess:

- Demonstrated track record of success in concisely and effectively communicating brands, brand stories, and complex concepts across multiple channels;
- Knowledge of P20 education and nonprofit contexts;
- Proactive, effective collaboration and communication in working with a fully-virtual client team; and
- Commitment to align work and messaging with values of collective leadership, diverse engagement, equity, and inclusion as articulated in CTQ's DEI commitment.

Proposal process

Interested consultants should forward a letter of introduction, proposal, related work samples, and/or references to Alesha Daughtrey, Executive Director & Partner at adaughtrey@teachingquality.org. Please place the consultancy title in the subject line of your email. Unfortunately, we are not able to accept calls related to this opportunity.