

Marketing/Digital Communications Specialist

Position summary

CTQ works with partners throughout P20 education to build educator-led, student-centered systems nationwide. This full-time position develops/leads implementation of CTQ's content marketing strategy to expand current audience and increase engagement among potential partners in our work and organizational learning, with an emphasis on K12 district leaders and institutions of higher education. Success in this role requires a passion for storytelling that brings people and ideas together, insightful use of data to guide strategy, deep collaboration with internal and external teams, and strong project management capacity.

The position may be based anywhere in the U.S. with occasional travel required to support our organizational partnerships or work sessions with our fully-remote team. Anticipated salary range for the role is \$65,000-85,000 plus a generous benefits package that includes health insurance, participation in a retirement plan, paid leave, home office allowance, and other supports. CTQ is an equal opportunity employer committed to growing its diversity. Candidates who are of color, multilingual, or of immigrant background are especially encouraged to apply.

Core responsibilities

- Create and launch content marketing strategy for CTQ to build audience, engagement, and partnership development across P20 education, with an emphasis on K12 district leaders and higher education;
- Create aligned content for, craft and execute on plans for, and report on CTQ's website, social media channels, and email campaigns;
- Identify and coach champions of CTQ's work and organizational values, positioning them as thought leaders and demand generators for the work we do;
- Manage effective collaborations with CTQ staff, partners, and consultants;
- Ensure maintenance of CTQ's CRM as an accurate engine for communications; and
- Maintain libraries of photo and video content (including for use by designers, video editors, etc.).

Critical success factors

- Track record of communicating impact stories across channels in ways that simplify complex ideas without watering them down and show the human side of evidence-based approaches;

- Demonstrated effectiveness as an oral and written communicator (at a college graduate or higher level);
- Demonstrated strength in content creation, with capacity in working with digital media and data visualization desired;
- Demonstrated ability to use data and analytics to inform decision making;
- Proficiency with key tools for digital communications;
- Demonstrated strength as a project manager;
- Proactive, effective collaborator with individuals in multiple roles, including educators, CTQ staff and consultants, and partners;
- Capacity for conducting detail-oriented work while steering toward a larger vision;
- Knowledge of P20 education context preferred;
- Ability to work effectively in a virtual environment; and
- Commitment to align work with values of collective leadership, diverse engagement, equity, and inclusion and to contribute to a healthy organizational culture.

How to apply

Candidates should forward a cover letter, resume, and writing or other relevant work sample to Paige Leazer at pleazer@teachingquality.org. We review applications on a rolling basis. From that point, our usual process includes two interviews with candidates, allowing opportunities to meet with a cross section of our team to ensure a strong fit on both sides. Due to the usual volume of inquiries we cannot accept calls related to the search; candidates will receive updates as our process moves forward.

