

Director of Marketing and Communications



At Aim High, students with limited options unlock their limitless potential. Our multi-year summer enrichment program empowers middle schoolers from low-income neighborhoods, igniting their love of learning and yielding real results—97% of Aim High alumni graduate high school and go on to college. Grounded in a welcoming community where every kid feels seen and supported, Aim High gives students the confidence to succeed in high school and beyond.

The Position

The Director of Marketing and Communications will be responsible for creating and executing the organization's first strategic marketing plan aligned with our brand strategy. This leader's work will result in an expanded donor base, broader pool of potential teachers, and greater visibility among community members, partners and alumni. This position will oversee all communications and marketing across the organization, and will develop strategy and content for our four key audiences (students, parents, teachers and donors).

This new position is ideal for an innovative and agile marketing and communications professional who is inspired to advance Aim High's mission. Our ideal candidate is a collaborative leader and creative storyteller who is not afraid to roll up their sleeves to get things done. **You will...**

Lead all marketing efforts

- Design, implement and evaluate an annual strategic communications and marketing plan, across Aim High's target audiences and departments.
- Promote and protect the organization's voice and brand, building alignment and brand ambassadors across staff and boards; work with staff to ensure messages are accurately and consistently communicated to all external audiences, including donors, partners, teachers, parents and students.
- Develop and oversee the budget for this new department. Ensure compliance with the budget throughout the year.
- Serve as a thought leader and ambassador for the organization.

Lead Aim High's digital strategy

- Lead and manage a comprehensive digital communications strategy.
- Support Communications Associate to implement strategy and stories across channels, and to develop our digital asset library.

Manage Aim High's media/press relations

- Direct and deliver PR and marketing campaigns, in print, online or at Aim High events.
- Develop and execute strategic public relations outreach.
- Pitch members of the media about Aim High to increase Aim High's placement in print, radio, tv and digital channels.
- Write speeches, articles, and columns for events and conferences, publications, press releases, media advisories, letter-to-the-editor and opinion editorials.

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Direct a growing team

- Establish marketing department; manage and collaborate with Communicates Associate.
- Create and implement a plan to grow the department, as needed, over time.
- Utilize design and/or marketing consultants as needed.

Core Competencies

- **Creativity/Innovation** – Envision new ideas that transcend traditional approaches and practices to move work forward.
- **Written Communication** – Utilize writing skills to effectively communicate a message to a particular audience to meet relevant goals, using clear, concise and compelling style
- **Developing Others** – Delegate responsibility and to work with others and coach them to develop their capabilities.
- **Building Collaborative Relationships** – Develop, maintain and strengthen partnerships with others inside or outside the organization who can provide information, assistance and support.

Qualifications

- Degree in marketing, communications, journalism, or related experience required.
- 7–10 years of marketing and communications experience (mix of nonprofit and corporate experience preferred).
- Experience working with diverse audiences and/or communicating with an equity lens.
- Demonstrated ability to lead and manage an organization’s branding efforts in print, on the web and across social media channels.
- Exceptional writing skills. Must demonstrate a versatile portfolio maintaining brand voice across platforms and audiences.
- Commitment to the mission of Aim High.

Job Details

- Reports To: Executive Director
- Job Location: San Francisco, CA
- Classification: Full-Time Exempt
- Pay: Competitive and commensurate with experience
- Benefits: Medical/dental/retirement and generous paid vacation and sick time

Aim High is an equal opportunity employer. Aim High seeks diversity in its community and affords equal employment and advancement opportunities to all qualified individuals without regard to race, creed, color, religion, national origin, ethnicity, ancestry, sex, sexual orientation, age, physical or mental disability, marital status, citizenship status, medical condition, or any other legally protected status.

To apply, email cover letter and resume to: careers@aimhigh.org