

Director of Communications

About SPED Strategies

SPED Strategies believes every student with a disability deserves access to a high quality education in an environment where they can thrive. We support leaders and educators across all levels of the education system and community by connecting the dots between policy, funding, and academics to advance outcomes for students with disabilities.

The Opportunity

Long-standing inequities have driven poor educational outcomes for students with disabilities. SPED Strategies is on a mission to change this through meaningfully designed professional learning and coaching for school systems, leaders and educators. We are seeking a Director of Communications to work closely with our Leadership team to highlight the collective growth and effectiveness of our organization through our internal and external communication.

SPED Strategies has experienced rapid growth, and we are looking for someone who wants to bring their ideas, entrepreneurial spirit, and skills to our growing organization. The successful candidate for this role will have a relentless focus on improving outcomes for students with disabilities paired with a deep understanding of how to cultivate systems and processes needed to produce high quality communications.

A SPED Strategies Director of Communications will:

- **Leverage Dynamic Data.** You believe in the power of collecting and analyzing data to truly understand the strengths and opportunities in an organization's approach to communication. You know how to use qualitative and quantitative metrics in order to distill trends that others cannot at first see. With these superpowers you lead the team in understanding and providing compelling rationale for our brand, communication, and marketing priorities as well as chart the course for implementation.
- **Develop Innovative Solutions.** You know that our work will only continue to expand if the broader field recognizes our impact. To capitalize on this, you'll utilize out of the box thinking to craft and oversee the implementation of systems and processes for our organization's approach to leveraging our brand when designing communication and marketing collateral to utilize with former, existing, and potential clients and participants.
- **Drive Ongoing Implementation.** You enjoy working to ensure all elements of a system or process run smoothly. You recognize that in order for a system to function highly efficiently, you have to sweat the small stuff while communicating early and often with relevant stakeholders. As such, you thrive in collaborative relationships and work tirelessly to ensure the organization is living into our mission and goals as it relates to brand awareness. This includes, but is not limited to, creation of communication and marketing collateral, ongoing maintenance of and fidelity with our brand and style guide, and collaboration with our operations specialist.
- **Embody flexibility / adaptability:** You thrive in a fast-paced, entrepreneurial environment that requires you to adjust quickly to changing priorities and conditions. You enjoy responding to complexity and change, and know how to use ambiguity as an opportunity

for innovation and advancement. You are excited to work in a new role, and know that role will evolve over time.

Experience

SPED Strategies is looking for amazing people who believe in the full potential of students with disabilities, and the ability of systems to change to meet that potential. SPED Strategies may be a good fit if you are someone who is constantly learning and growing; are both comfortable with a team oriented environment and have an independent work ethic; and believe in the power of constructive collaboration to elevate our collective efforts. The successful Director of Communications will have:

- Bachelor's degree required; advanced degree is a plus
- 5+ years of experience in roles focused on communication, marketing, and/or brand development
- Proven commitment to equity for all students, including students with disabilities
- Experience in translating strategy to practical systems and practices as well as corresponding training aimed at communication and marketing
- Demonstrated ability to manage a brandkit and subsequent designs in platforms such as Canva, Google Suite, and Adobe
- Experience leveraging storytelling to promote a brand through written and visual communication on social media platforms
- Expertise in integrating diverse stakeholder and cross-functional team feedback into a cohesive narrative
- Comfort with ambiguity and complexity; ability to assess challenges, identify flexible solutions, and adapt as necessary
- Strong oral and written communication skills
- A demonstrated commitment to working through obstacles to achieve individual and team goals and following through on all tasks, big or small

Location & Compensation

This is a full-time position located from a home office. Travel to organizational events is expected. The salary range for this position is \$95,000-105,000. New hires are typically brought into the organization at a salary between the range minimum and midpoint depending on experience, qualifications, and in alignment with internal equity. We offer competitive benefits including a 401(K) with employer match, full medical, dental, and vision coverage for employees, generous vacation time, family friendly policies, flexible work environments, and other benefits.

Equal Opportunity Employer

SPED Strategies is an equal opportunity employer. All applicants will be considered for employment without attention to disability, race, color, religion, sex, sexual orientation, gender identity, national origin, or veteran status.