



About SEED

As the first public, college-preparatory boarding schools in the U.S., SEED's mission and approach to education are unique. SEED schools are tuition-free and, by design, serve traditionally underserved students. Our schools and graduates are supported by [The SEED Foundation](#). The SEED Foundation provides programmatic and operating support to SEED schools in Washington, D.C., Baltimore, and Miami. The SEED Foundation's [College Transition & Success](#) (CTS) team provides intensive, individualized support to each SEED graduate from their junior year of high school through their college graduation. The success of the SEED model has been showcased in [media outlets and publications](#) such as *60 Minutes*, *The New York Times*, *The Washington Post*, and in the documentary film *Waiting for "Superman."* President Barack Obama hailed SEED as "a true success story." For more information, please visit www.seedfoundation.com.

Position Overview

The SEED Foundation seeks a Director of Marketing and Communications who has experience in public relations, graphic design and marketing. S/he must have strong writing and storytelling skills with the ability to deliver clear and compelling messages. This person will work in partnership with SEED schools, increasing our schools' capacity to advance SEED's mission to prepare students for success in college and beyond. Since s/he will work with a wide-range of internal and external constituents, this person is expected to have impeccable judgement. S/he will manage the Associate Director of Communications and support her/his professional development.

With SEED at a pivotal and exciting point in its evolution, this is an ideal position for someone who works strategically to develop internal and external-facing messaging and activity, including public/media relations and events. This position reports to the Chief Executive Officer.

Essential Duties and Responsibilities

- Manage the overall SEED brand and reputation, being a brand champion and advocate for SEED and who we serve;
- Message marketing initiatives, campaigns, announcements, and releases through all relevant outlets;
- Share SEED's story via various mediums, including brochures and one-pagers to highlight key features of the SEED model (24-hour learning, Schools, CTS, Expansion);
- Provide and assist with direct support to departments across SEED, including graphic design and development of invitations, talking points, power point presentations, slide shows, photography and social media;
- Collaborate and partner with the development team to support projects including, but not limited to direct mail, annual fund, Annual Report, events, holiday cards, and other mailings;
- Support creation and delivery of organizational strategy including SEED's 20/20 strategic work;
- Develop internal publications such as newsletters, updates, email announcements, planned publications, on-line, video, special projects, and assignments;



- Connect, network, and pitch local/national/social media to manage interviews, major news pieces in all mediums (e.g. TV, radio, blogging, social, online video), and events and speeches (internal and external);
- Manage, coach and mentor Associate Director of Communications;
- Oversee internal communication and culture development, brand communication strategy, and opportunities to share SEED’s work publicly;
- Manage content development throughout all channels, mediums, and technology;
- Communicate to key internal and external stakeholders (e.g. board members, donors); and
- Manage crisis communications and serve as liaison.

Qualifications

- Bachelor’s degree or higher in education, communications, or a liberal arts field.
- Master’s degree or equivalent work experience in marketing or communications.
- 4-6 years’ experience in marketing and communications: ideally, non-profit communications, web communications, professional social media, and/or journalism.
- Experience in graphic design.
- Experience in public relations, including pitching, press releases, and staff preparation.
- Experience in developing communications and marketing strategies with colleagues, including staff training.
- Experience multitasking and taking ownership of various, major- and long-term projects with multiple stakeholders.
- Experience in event planning/management preferred.

Attributes

- Service oriented. You cooperate easily with staff and vendors and work across departments to meet needs as a positive team player. Stakeholders respect you for your knowledge and abilities and find you both approachable and responsive.
- Great listener. You take the time to learn what’s valuable and important to others. You confidently engage with staff at all levels to define needs and expectations.
- Discreet. You are professional and consistently maintain a high level of confidentiality.
- Effective communicator. Your communication is clear and direct, both written and oral.
- Proactive with great follow through. You take full responsibility from start to finish. When you say you’ll get back with someone, you do.
- Process oriented. You can effectively and efficiently manage multiple tasks, allocate resources, and manage timelines. You are known for how you “get things done.”
- Curious. You have a curious mind that constantly challenges why things are done in a certain way, follows through with smart and creative solutions, and provides alternatives.
- Collaborative. You value working in a cohesive team environment where everyone works hard and relies on each other to pull it all together. You give respect and earn yours.
- Adaptable. You anticipate and respond to change in a fast-paced environment. You are willing to learn new ways of approaching your work to achieve better results.



The SEED Foundation

DIRECTOR OF MARKETING AND COMMUNICATIONS

Why SEED?

- You are part of an organization which creates better futures that will profoundly affect the lives of students and their families for generations to come.
- SEED recognizes that its most important asset is its growing team of smart, creative, collaborative, forward-thinking passionate professionals and that a comprehensive employee benefits package is an important factor for them in choosing where to work. SEED offers competitive compensation along with an extensive benefits package including medical, dental, and vision coverage; life and disability programs; tuition assistance; and matching 401(k) contributions.
- SEED is metro accessible and is centrally located to allow our team to take advantage of professional networking opportunities, cultural offerings, and a thriving social scene in downtown Washington, D.C.

To Apply

Please forward your resume and cover letter, *including salary expectations*, to jobs@seedfoundation.com with “**SEED Foundation – Director of Marketing and Communications**” in the subject line. *Applicants will not be considered without both a resume and cover letter.*