



PROSPERITY DENVER FUND

Communications Director

Job Description

Prosperity Denver Fund (PDF) expands the number of Denver students from modest backgrounds who can build bright futures as they graduate from high school and go on to college and careers. PDF's work is made possible through a portion of the city's sales tax. The organization now seeks a Communications Director to join a creative and committed team in "funding the futures" of Denver's young people.

About the Position: The Communications Director will report to the CEO and will be responsible for developing and overseeing the execution of PDF's communications strategies. This will include developing the organization's brand voice and compelling narratives around PDF's investments in the futures of Denver's young people, driving engagement with PDF through a variety of communications channels, and strategically engaging with the media.

Responsibilities:

- Build and execute a multi-channel communications strategy and program (with measurable goals and benchmarks).
- Develop PDF's brand voice and maintain brand integrity across all platforms. Develop messaging and creative communications assets and provide strategic communications guidance to staff, board, and partners as appropriate.
- Build a strong communications team including supervision of the Communications Associate and partnership with the CEO, other staff, and members of the Board of Directors.
- Identify, contract, and manage consultants, vendors, and/or products needed to support the communications program.
- Serve as the communications content expert for PDF; stay abreast of new developments, opportunities, and threats that will impact education and workforce development issues and initiatives; and build relationships with national, state, and local related organizations and peers across the country to leverage best practices.
- Manage PDF's digital communications program, including developing and maintaining the website and social media channels, tracking engagement, and making data-driven decisions.
- Direct all media relations and outreach, including developing positive professional relationships with various media members.

- Write and produce various publications for a variety of targeted audiences, including announcements, social media, collateral, videos, and reports.
- Ensure that PDF participates in targeted events and conferences; support event planning and production for multiple audiences; and prepare presentations and speeches as needed.
- Develop, implement, and adhere to the communications budget.
- Create, track, and report on goals, outcomes, and performance metrics.

Minimum Qualifications

- Bachelor's degree in Marketing, Public Relations, Communications or related field preferred.
- Five years experience in planning and implementing a comprehensive communication/marketing program for an organization, including two years of supervisory experience required.
- Alternatively, any equivalent combination of education and/or experience from which comparable knowledge, skills and abilities have been achieved will be considered.
- Evidence of organizational skills and the ability to multitask and prioritize projects while working on a deadline or in a fast-paced environment.
- Evidence of effective communication, interpersonal, and collaboration skills; high standards for precision and accuracy.

Desired Qualifications

The most competitive candidates for this position will possess many of the following experiences and skills:

- Ten (10) years of experience in public relations, marketing, and/or nonprofit communication.
- Experience in developing and executing strategic communications plans and programs, including managing and motivating a team.
- Evidence of strong messaging and storytelling skills, with the ability to synthesize and translate complex policy language to gain broad appeal and generate action.
- Experience and networks with the organizations and individuals who influence Colorado's higher education and post-secondary policy landscape.
- Demonstrated proficiency with communications technologies (e.g., CRM systems, search engine marketing, etc.), as well as familiarity with copywriting, graphic design, layout, publishing, and digital graphics production. Experience in MailChimp, Adobe Creative Cloud, Canva, and Youtube a plus.
- The desire and ability to work with passion, diligence, and humor; usually days, but nights and weekends if needed.

Working Environment:

- This is a hybrid position working at least 2-3 days per week in an office in Central Denver.
- Activities are performed in an environmentally controlled office setting subject to extended periods of sitting, keyboarding, and manipulating a computer mouse
- Regular activities require the ability to quickly change priorities which may include and/or are subject to the resolution of conflicts
- This position requires the ability to clearly communicate to perform essential functions.

Starting salary and benefits: \$95,000 - \$105,000 plus medical, retirement benefits and Trusted Time Off (unlimited PTO).

To apply, send cover letter and resume via this link:

<https://prosperitydenverfund.egnyte.com/ul/PF6HvkadVH>

Prosperity Denver Fund is an equal opportunity employer. We are committed to a policy of equal employment opportunity for all applicants and employees and do not discriminate against any person or organization based on age, race, ethnicity, sex, color, creed, religion, disability, national origin, sexual orientation, transgender status, gender identity, gender expression, marital status, veteran status or political affiliation. All employment decisions comply with applicable Federal Employment laws prohibiting discrimination in employment. We strive to be a workplace where a diverse mix of talented people can thrive and contribute their best work to achieve our mission. Our staff are not allowed to be employees or officers of the City and County of Denver.