

Associate Director of Recruitment and Marketing, AF Accelerate

Start Date: September 2021
Team: AF Accelerate
Location: Flexible
Scope: Full-Time Role

About Achievement First and AF Accelerate:

Achievement First (AF) exists to address the legacy of racism in education in America. The mission of AF is to deliver on the promise of equal educational opportunity for all children, as we know that all children—regardless of race, zip code, or economic status—need and deserve access to a great education.

Achievement First is a non-profit 501(c)3 organization that currently supports 41 public charter schools in New York, Connecticut, and Rhode Island. We currently employ more than 2,000 staff -- 47% of whom identify as Black, Latinx, or Multi-racial -- who collectively educate more than 15,500 students in Brooklyn, NY; Providence, RI; and New Haven, Bridgeport, and Hartford, CT. More than 85% of our students qualify for free or reduced priced lunch. At the core of our approach is the shared journey by our students and staff to fulfill our incredible potential, and our students are proving what's possible by achieving breakthrough results in terms of academic achievement and long-term college persistence. AF has consistently been rated one of the top charter school networks in the country, **and** we are still learning and growing. For more information about the AF mission, model, our schools and team, please visit our [website](#).

AF Accelerate, a division of Achievement First, provides strategic support to educators outside of AF and partners with them to fulfill their missions and achieve stronger outcomes for students. We work to foster a collective learning environment within the broader education community to ensure that quality resources, proven practices, lessons learned, and promising ideas are available to all. Specifically, AF Accelerate's work is anchored on AF's open source K-12 materials, used by thousands of educators around the world every day, and we work with charter network leaders and with traditional district schools through two programs: 1) the [Charter Network Accelerator](#), which partners with system-level leaders of CMOs to create and sustain transformational change in the networks they lead and 2) [Navigator](#), which accelerates student achievement through coaching for district and charter instructional leaders. *AF Accelerate* Programs serve 40,000+ students nationwide and we have plans to scale to impact the outcomes of 150,000 students in the next 5 years.

Recruitment and Marketing Associate Director Role

Working with the Director of Recruitment and Partnerships, the Recruitment and Marketing Associate Director will implement AF Accelerate's recruitment, marketing and communications strategies. This is an excellent opportunity for a candidate with a few years of recruitment and communications experience who is looking to put their fingerprint on an organization's strategic plan and be a brand steward during a time of incredible growth.

We are looking for a strategic and skilled recruitment and marketing and communications person to join our team. This person will build relationships with external stakeholders, represent AF Accelerate's programs to a variety of audiences and create strong collateral and creative communications across multiple channels (print, web, social media, etc). This person will lead our marketing and communications strategies nationwide, developing messages designed to share our stories with a wide range of audiences. The Associate Director will design and implement innovative and equitable strategies and processes for marketing and recruitment for AF Accelerate's two signature programs, the Accelerator and the Navigator Program.

Essential Duties:

Recruitment

Strategy

- In conjunction with the Director, implement the strategic vision for recruitment
- Lead future improvements in recruitment strategy, including debriefing each admissions cycle, compiling key admissions data, analyzing trends and outcomes, and recommending any changes or innovative approaches and strategies
- Maintain recruitment and matriculation data to enable effective and efficient monitoring within an application season and analysis across application seasons

Execution

- Implement an event strategy and execute online and in-person events for recruitment
- Represent AF Accelerate by interacting with prospective applicants
- Manage overall communications with prospective applicants
- Interview prospective program participants
- Create, manage, and maintain all recruitment content

Marketing and Communications

Marketing and communications strategy and reporting

- Oversee implementation of the marketing strategy, including campaigns, content marketing, success stories, events and conferences, digital marketing, and public relations
- Work with the school and district partnerships team to understand their needs, then create, curate, and evolve marketing assets to be as effective and useful as possible
- Create and maintain an internal marketing and communications calendar (campaigns, events, launches, training sessions, etc.)
- Build a system for tracking and reporting out on the marketing and communications strategy
- Provide leadership with quarterly/monthly updates about successes and areas for growth

Market research

- Connect with partners and prospects to learn how to best position and evolve AF Accelerate's program message(s) so that it speaks to target personas/audiences
- Continuously monitor the competitive and complementary services ecosystem to determine a plan for standing out
- Identify new partnership or thought leadership opportunities *with complementary organizations*

External communications and lead generation

- Work collaboratively with colleagues across our team, program alumni, and other key constituents, to develop and implement strategies related to target partner regions and to build diverse pipelines of education leaders
- Leverage existing content to create high-quality assets that provide genuine value to current and prospective program partners
- Create, execute, and track the effectiveness of email campaigns
- Gain PR exposure for senior leadership and other internal and external thought leaders as identified (press releases, articles, blogs, customer testimonials, case studies, press mentions, etc.)
- Lead content and collateral development for the website, print and digital media, executive communications, and marketing materials (including, but not limited to an annual report, fundraising pitch decks, keynotes, or other materials as needed)
- Work with designers or other creatives to oversee the design and development of any advertising, graphic design, social media, or print-ready materials that adhere to the AF Accelerate brand
- Maintain and update the website to ensure strong SEO and spotlight the latest news and messaging

Internal communications and support

- Take ownership of program brand identities and external-facing brand assets
- Serve as the internal keeper-of-marketing-knowledge and provide ongoing training and support
- Organize and maintain all marketing and communications materials across teams (PowerPoints, one-pagers, and other key marketing and communications assets)

Experience, Qualifications, and Characteristics:

Required Education & Experience: Bachelor's Degree and five years of related work experience in recruitment, marketing and communications

Required Skills & Abilities:

- Five years of experience in K-12 public education or other non-profit setting preferred
- Ability to speak the language of education and empathize with teachers and leaders at all levels of the education system

- Brings a growth mindset to the work and relationships with colleagues
- Ability to initiate programmatic and individual activities while functioning in a team setting
- Ability to handle multiple tasks and projects simultaneously
- Strong analytical skills, including ability to work with advanced MS Office tools
- Ability to work with and manage communications platforms including Mailchimp, Hootsuite and Canva
- Exceptional oral and written communication skills required to interact effectively with a range of internal and external constituencies
- Plan projects from initiation stage through completion, including timeline development, stakeholder management and communication plans
- Develop and implement Key Performance Indicators (KPIs) for monthly communications work including but not limited to website traffic and analytics, campaigns, email marketing, social media growth and engagement
- Strong organizational skills. Superior interpersonal and judgement skills
- Demonstrable commitment to diversity, equity, and inclusion (DEI)

Reporting:

The Associate Director will report to Laina Vlasnik Yip, Director of Recruitment and Partnerships.

Location & Travel:

Our work is national in scope, and our team is virtual. The location for this role is flexible. Travel is currently paused during the COVID-19 pandemic. When travel resumes, you can expect to travel at least once quarterly to workshops, school site visits and/or meetings, and more frequently, if not based in the greater New York City area.

Compensation:

Achievement First provides compensation commensurate with experience and an attractive benefits package.

To Apply:

Send your resume and cover letter to:

Laina Vlasnik Yip

LainaVlasnikYip@achievementfirst.org.

Achievement First is an equal opportunity employer and an organization that values diversity.

People from all diverse backgrounds are strongly encouraged to apply.

Spanish language proficiency is a plus.

You can learn more about diversity at Achievement First [here](#).