



Title: Director of Communication & Outreach
Status: Full-Time / Exempt
Supervisor: Executive Director
Hiring Range: \$55,000-\$65,000
Benefits: Employer paid Health Insurance, including vision and dental, paid vacation and sick leave, and 12 additional holidays, 7% retirement contribution annually.

The Guilford County Partnership for Children (GCPC) is a local non-profit strategically directing over \$17M annually for young children and families in Guilford County. The majority of our funding comes from state and federal funding through contracts with the NC Partnership for Children (NCPC) and the NC Division of Child Development and Early Education (DCDEE). Additional funding comes from local foundations, corporate and individual giving. GCPC is part of North Carolina's nationally recognized, statewide Smart Start network. The Partnership has a strong commitment to diversity, equity, inclusion and belonging. *Our mission is to ensure that all Guilford County children prenatal to age five are emotionally, intellectually, and physically ready for success in school.*

Summary

The Director of Communication & Outreach is a collaborative and effective communicator who works to build high levels of awareness of early childhood services and support and strengthens diverse relationships across Guilford County. The Director of Communication & Outreach also supports GCPC's early childhood system building work.

Strengthen the System of Early Care and Education in Guilford County

Increase utilization of existing early childhood services and supports.

- Build and maintain strong relationships with organizations serving children prenatal to age five, parents, volunteers, funders, donors, vendors and other community partners.
- Monitor program related *usage data* to determine which programs and services need marketing and communications support.
- Ensure that GCPC's community engagement activities are compliant with Smart Start expectations and requirements.
- Monitor and prepare briefs as needed on local, regional, and statewide school readiness advocacy efforts, funding opportunities and trends.
- Prepare quarterly Smart Start "Awareness and Engagement" evaluation report and participate in quarterly monitoring.
- Collaborate often with staff and community partners including neighborhood-based services.
- Coordinate the GCPC Communications and Advocacy Committee.

Develop and Maintain Effective Communication Tools and Strategies

Develop a comprehensive strategy that will influence today's parents and caregivers of young children, community partners, policy makers, potential donors and volunteers. Strategies may include website, print, social media, television, radio, grassroots outreach and/or special events.

- Develop copy for bi-monthly GCPC newsletter.
- Ensure website content is current, accurate and relevant.
- Maintain a working knowledge and/or database of local and state early childhood services including key communication contacts.
- Develop and maintain current print and digital materials for GCPC.
- Develop an annual report with a donor opportunity included.
- Facilitate and support community events and activities that build awareness of Smart Start, NC Pre-K and other school readiness supports.
- Draft press releases and media alerts as needed.
- Prepare donor acknowledgement letters and maintain donor database using a CRM system.
- Maintain a current media contact list.
- Develop an efficient and on-going system for distributing school readiness related information and updates to key stakeholders. Stakeholders include parents and caregivers of young children, service agencies, childcare and preschool professionals, pediatricians, parks and rec, obstetricians, family resource centers, volunteers, donors, and community partners.
- Maintain compliance with Open Meeting laws and maintain documentation.
- Respond with Executive Director to public record requests.

Minimum Qualifications

- A four-year college degree in communications, business, marketing, or related field.
- A minimum of three years of related professional experience.
- Experience developing and executing communication plans/strategies.
- Proficiency in MS Office products, basic graphic design, and social media skills is required.
- Advanced written and verbal communication skills with great attention to detail and a willingness to “get your hands dirty” to achieve established goals.
- A strong collaborator and relationship builder, good listener, and strategist; comfortable receiving input from many sources, and able to analyze and formulate disparate information into a sound, well-organized plan.
- Strong organizational skills, with the ability to manage multiple projects simultaneously and comfort with multiple and shifting priorities.
- A proactive and enthusiastic approach to work, with the humility and attitude to work effectively in a team environment and contribute to team building and culture.
- A commitment to diversity, equity, inclusion and belonging.
- Willingness and ability to work flexible hours including some nights and weekends.
- Valid driver’s license and reliable transportation.

Preferred Qualifications

- Experience working in the non-profit sector preferably in human services, education, early childhood education or family support.
- Critical thinking skills and a resourceful approach to problem solving.
- Strong and compelling writing and public speaking skills, with the ability to distill complex concepts for a general audience.
- Experience managing social media accounts for organizations or leaders, including growing and diversifying followers, and increasing engagement from followers on social media.
- Experience with data collection or field research.

The Guilford County Partnership for Children is an equal opportunity employer that is committed to diversity and inclusion in the workplace. We prohibit discrimination and harassment of any kind based on race, color, sex, religion, sexual orientation, national origin, disability, pregnancy, or any other protected characteristic as outlined by federal, state, or local

laws. GCPC makes hiring decisions based solely on qualifications, merit, and business needs at the time.

To apply:

Submit a cover letter, resume and contact information (name, phone number & email address) for three references to **operations@guilfordchildren.org**. Please send documents as .doc, .docx, or .pdf files. Incomplete applications will not be considered.

Priority will be given to applicants who apply by **Friday, April 12, 2024**.

Position will remain open until filled.