



Preschool Promise, Inc.
JOB DESCRIPTION

TITLE: Director of Marketing & Outreach

EFFECTIVE DATE: May 2020

FLSA CLASSIFICATION: Exempt

LOCATION: Dayton, Ohio

REPORTS TO: Executive Director

GRADE LEVEL:

POSITION TYPE: Full-time

PRESCHOOL PROMISE VISION

All Montgomery County, Ohio, children are ready for Kindergarten.

PRESCHOOL PROMISE MISSION

Preschool Promise ensures that children are ready for Kindergarten by equipping Preschools and families with exceptional support, coaching and education.

PRESCHOOL PROMISE COMMITMENT TO EQUITY


Preschool Promise is committed to addressing racial and social inequities in all we do; this position will help lead and support efforts to implement policies and programs to ensure equity.

SUMMARY/OBJECTIVE OF POSITION

This position is responsible for designing and implementing Preschool Promise's outreach, community engagement and marketing strategies, and our work to increase participation in Preschool and improve racial equity as it relates to Kindergarten readiness.


ESSENTIAL FUNCTIONS

The following duties are representative of performance expectations. A reasonable accommodation may be made to enable a qualified individual with a disability to perform essential functions.

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- 1) Design and implement a strong community partners engagement campaign to increase the awareness of the importance of Preschool.**
 - a) Oversee the development and implementation of successful strategies to improve the community's understanding of the impact of high-quality Preschool and the impact of Preschool Promise.
 - b) Pursue and develop individual, community and corporate partnerships that support the advancement of the Preschool Promise strategic plan.
 - c) Participate as a Preschool Promise representative and spokesperson in local, state, and national community stakeholder meetings and events.
 - d) Serve as a spokesperson for media inquiries as needed.
 - e) Lead and manage staff and contractors who are responsible for marketing and communications plans (including social media), to maximize impact and reach.

 - 2) Work with Preschool Promise's Outreach Manager to develop and implement a strong grassroots campaign to recruit and engage current and future Preschoolers and their families.**
 - a) Oversee the strategy development, training and implementation plan for the outreach team to increase enrollment in Preschool. Manage a team of staff and/or contractors to serve as Outreach Specialists; develop messaging and materials for Outreach Specialists to share with families.
 - b) Build relationships with community organizations, businesses and government entities in the field to increase participation in Preschool across all racial groups.
 - c) Plan events with providers, partners and parents to recruit and/or engage current and future families to join the Preschool Promise community.
 - d) Work with the Outreach Manager to lead our Parent Ambassador program to engage families and leverage their insight to inform Preschool Promise policies and strategies.

 - 3) Design and manage marketing and communications strategies, including social media.**
 - a) Manage our paid media campaign, including billboards, radio ads, digital ads, etc.
 - b) Develop marketing materials and facilitate input from the staff team to ensure materials are relevant and accurate. Work with contractors to ensure on-time completion and delivery for outreach activities.
 - c) Work with the staff and/or contractors managing social media and ensure a relevant, current strategy and approach to using social media to spread the word about Preschool Promise.
 - d) Manage regular communications pieces such as monthly newsletters to the community, postcards to families, etc.

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- 4) **Develop intentional strategies to address racial inequities and ensure all races/ethnicities are able to access high-quality Preschool and early learning opportunities.**
 - a) Develop strategies and tactics to support Preschool Promise’s racial equity objectives. Identify barriers that families, Preschools, and the community face to achieve equity outside of the classroom; create opportunities to remove these barriers.
 - b) Share relevant data with families and the community to increase awareness and support for addressing inequities.

 - 5) **Manage the Marketing and Outreach staff and contractors and budgets.**
 - a) Support and implement priorities established in the strategic plan and accomplish annual goals.
 - b) Lead and manage the Preschool Promise Marketing and Outreach team members to develop their skills, execute projects effectively and accomplish their annual goals.
 - c) Create and manage the Marketing and Outreach budgets to ensure fiscal responsibility with taxpayer dollars.
 - d) Work with other Preschool Promise Directors and team members to build a friendly, supportive, healthy, high-functioning team.

COMPETENCIES REQUIRED

- Ability to lead and work with teams
- Strong relationship-building skills
- Ability to work with people from different ethnicities/racial identities and socio-economic statuses
- Experience in Microsoft Office programs (e.g., Word, Excel, PowerPoint)
- Ability to implement and manage multiple projects at one time
- Demonstrate strong verbal, nonverbal and writing skills
- Ability to make critical judgments and perform complex tasks independently
- Ability to organize and manage time effectively
- Ability to recognize and avert problem situations and resolve conflicts
- Strong interpersonal skills and customer-service orientation

REQUIRED EDUCATION AND EXPERIENCE

- Bachelor’s degree in Public Policy, Public Relations, Communications/Marketing or related field
- Previous experience engaging diverse community partners
- Demonstrated organizational and supervisory skills
- Demonstrated knowledge of racial equity and inclusion strategies



PREFERRED QUALIFICATIONS, EDUCATION AND EXPERIENCE

- At least 3-5 years of experience working in community engagement, community organizing, marketing or campaign development
- Knowledge of the Montgomery County/Dayton early childhood community and/or non-profit community
- Strong relationships with non-profit service providers in the Dayton region

WORKING CONDITIONS

Exposure to the following conditions may range from remote to frequent based on circumstances and factors that may not be predictable.

- Potential for exposure to blood-borne pathogens and communicable diseases
- Potential interaction with disruptive, unruly, and/or menacing individuals
- Duties will require operating and/or riding in a vehicle
- Duties will require extended time using a computer terminal and keyboard
- Duties will require considerable telephone contact and paperwork
- Duties will require working under time constraints to meet deadlines
- Duties will require working during the evening and/or weekend

PHYSICAL DEMANDS OF THE POSITION

- Ability to travel to meetings and work assignments
- Ability to maintain an acceptable attendance record and be punctual
- Ability to meet all mandated health requirements (e.g., negative tuberculosis test, etc.)

TYPICAL WORK HOURS

- Standard Monday-Friday workdays for much of the year; more evening and weekends during outreach season
- Flexible work schedule to account for weekend and evening work commitments

TRAVEL REQUIRED

- Travel within Ohio and out-of-state may be required for select training events, conferences, and professional development

NON-DISCRIMINATION POLICY

Preschool Promise shall not discriminate because of race, color, religion, sex, sexual orientation, gender identity, ancestry, national origin, military status, place of birth, age, marital status, or disability in any of its activities or operations. These activities or operations include actions against any employee, applicant for employment, subcontractor or vendor, or applicant for Preschool services, family, or child in its Preschool programs or activities. We are committed to providing an inclusive and welcoming environment for all families, children and staff who are part of Preschool Promise.



FUNDING OF THIS POSITION

This position is on the payroll of the Montgomery County Educational Service Center (ESC) and requires an annual contract between the employee and the Montgomery County ESC. Preschool Promise, Inc. funds this position through a legal agreement with the Montgomery County ESC to lease employees to accomplish the Preschool Promise vision and mission. Preschool Promise, Inc. receives core funding from the City of Dayton and Montgomery County through tax revenues.

TO APPLY

Please email a cover letter and resume to Robyn.Lightcap@preschoolpromise.org.