



JOB TITLE: Director of Outreach & Communications

DEPARTMENT: Administration

REPORTS TO: Chief Executive Officer

EFFECTIVE DATE: 7/1/2019

SUMMARY: This position is responsible for designing and implementing a comprehensive marketing plan in order to maximize TWR's reach.

DUTIES AND RESPONSIBILITIES:

- Achieve targets for enrollment in all TWR courses.
- Achieve annual targets for schools subscribing to TWR's Teacher Resource Library in order to increase the library's reach.
- Achieve increased book sales to ensure more educators learn about the method.
- Create and send timely announcements TWR offerings based upon an agreed upon calendar with knowledge of key school budget decision dates (print and electronic).
- Create printed and electronic materials that support educators' understanding of the services TWR provides including an annual course calendar and services brochure.
- Support timely follow-up after each presentation and course to ensure that participant information is integrated into Salesforce and participants are informed of other TWR opportunities (e.g. Resource Library, ATTW II).
- Create a visual depiction of the pathway to success for an individual teacher and for a school implementing the Hochman Method.
- Oversees update of company website content to ensure web content is on-strategy, consistent with corporate identity guidelines, and regularly updated.
- Support the development of newsletters and other communications collateral, as needed.
- Develop and implement a targeted media strategy (including social media) with specific goals related to posting frequency and follower numbers targets.
- Ensure timely list segmentation and communication of TWR's course announcements for a growing number of course offerings (e.g. NYC, Summer, Louisiana, DC, 102, Argument, Math) and to a wide audience of constituencies with the goal of reaching paid attendance targets for each of TWR's courses to meet course attendee goals.
- Develop systems for tracking and analyzing: the numbers of educators that reach out, the scope of the demand for various TWR services, the migration of constituents from outreach, to the course, to future courses/partnerships, and the success of various marketing efforts.
- Research targeted districts and schools to help determine additional areas of geographic focus.

- Support strategic outreach in specific geographic areas, identify partnership opportunities, and support the partner vetting and follow up process.
- Research, recommend and help apply for strategic speaking engagements to district and school level decision makers and recommend high leverage ways to reach target audiences (i.e. district representatives, school administrators and teachers).

SUPERVISORY RESPONSIBILITIES:

- This job currently has no supervisory responsibilities.

QUALIFICATIONS:

- Bachelor's degree (B.A./B.S.) in related field or equivalent
- Four to six years related experience or equivalent
- Proven leadership and business acumen skills
- Excellent written oral communication skills
- Ability to communicate effectively and persuasively in writing
- Excellent grammatical and spelling skills
- Strong organizational, problem-solving, and analytical skills
- Ability to manage priorities and workflow
- Versatility, flexibility, and a willingness to work within changing priorities with enthusiasm
- Proficient in using Sales Force
- Ability to deal effectively with a diversity of individuals at all organizational levels

COMPETENCIES:

- **Adaptability** - Adapts to changes in the work environment; Manages competing demands; Changes approach or method to best fit the situation; Able to deal with frequent change, delays, or unexpected events.
- **Analytical** - Synthesizes complex or diverse information; Collects and researches data; Uses intuition and experience to complement data; Designs work flows and procedures.
- **Written Communication** - Writes clearly and informatively; Edits work for spelling and grammar; Varies writing style to meet needs; Presents numerical data effectively; Able to read and interpret written information.
- **Oral Communication** - Speaks clearly and persuasively in positive or negative situations; Listens and gets clarification; Responds well to questions; Demonstrates group presentation skills; Participates in meetings.
- **Planning/Organizing** - Prioritizes and plans work activities; Uses time efficiently; Plans for additional resources; Sets goals and objectives; Organizes or schedules other people and their tasks; Develops realistic action plans.
- **Strategic Thinking** - Develops strategies to achieve organizational goals; Understands organization's strengths & weaknesses; Analyzes market and competition; Identifies external threats and opportunities; Adapts strategy to changing conditions.
- **Teamwork** - Balances team and individual responsibilities; Exhibits objectivity and openness to others' views; Gives and welcomes feedback; Contributes to building a positive team spirit; Puts success of team above own interests; Able to build morale and group commitments to goals and objectives; Supports everyone's efforts to succeed.