

Center for **Inspired Teaching**

Transforming education through innovative teacher training

Inspired Teaching Communications and Marketing Specialist Part-Time, Independent Contractor Position (50-60 hours per month)

Job Description:

Center for Inspired Teaching is looking for a dynamic, creative individual to help us bring our exceptional resources and professional learning opportunities to more teachers nationwide. For 26 years we have helped educators remodel their teaching approach to increase student engagement. In a rapidly evolving world, schools need to find ways to ensure the learning in their classrooms keeps pace with societal changes - and that means cultivating critical thinking and tremendous imagination in students. This is what Inspired Teaching teaches teachers and school leaders to do.

We have a full year of scheduled programming for teachers, weekly online publications and a quarterly newsletter, a robust twitter following (30K), and a loyal community of hundreds of teachers who have participated in our Institutes over the years. We seek a Communications and Marketing Specialist to help us reach exponentially more educators and parents, and get our resources in front of a national audience. For a long time, our organization thrived on word-of-mouth promotion, and it still does, but we are ready to take our work further and seek a colleague with expertise in spreading good ideas.

Inspired Teaching is almost exclusively grant-funded. Therefore the Communications and Marketing Specialist will be focused much more on reach than on sales. This person will take the lead in helping us achieve the following goals:

- Raise the profile of Inspired Teaching so it becomes a recognized national thought-leader in the education space.
- Recruit participants for Inspired Teaching programs so more teachers are actively remodeling their practice to increase student engagement.

Does this sound like you? You should apply!

You are a self-confident, flexible, driven communications and marketing professional who understands schools, teachers, and students and brings positive energy to your work. You're impact-driven, organized, and recognize that relationships are at the heart of any substantive progress. Therefore you are highly responsive to your colleagues and the various schools, organizations, media outlets, and institutions with which you will engage. You believe that every student, regardless of race, geography, or income level, can thrive in an engagement-based classroom with an Inspired Teacher. You are excited about working for an organization that strives to help all teachers to grow into that role.

Responsibilities

- Collaborate with senior Inspired Teaching staff to create a yearlong communications and marketing plan that is designed to accomplish the organizational goals outlined above. That plan will include:
 - Strategic use of social media platforms, including a plan for paid advertising (this work will be implemented and informed by our Social Media Manager)
 - Placement of Inspired Teaching content in both paid and solicited media outlets
 - Cultivation of relationships with education thought leaders to enlist them as ambassadors for Inspired Teaching content
 - Seeking out and executing speaking and writing opportunities that raise our President's profile in advance of the publication of her book
- Execute the communications and marketing plan in collaboration with other Inspired Teaching staff.
- Research current trends in education nonprofit marketing and communications to stay on top of the best means of outreach and impact.
- Provide monthly impact reports to staff and more frequent reporting as necessary to the Grants Manager where applicable.

Qualifications

- Bachelors or higher degree in communications, marketing, or related field
- Experience working in the education field, either in nonprofit organizations or in schools
- Excellent written and verbal communication skills
- Ability to work on several projects simultaneously
- Ability to work independently but with a high level of responsiveness to requests and inquiries of colleagues
- A strong track record of successful communications and marketing efforts in previous positions
- Experience with digital marketing and program promotion
- Passion for improving education for all students through a focus on support for teachers

Benefits

- Competitive compensation, commensurate with experience
- The position is entirely remote and supports a flexible schedule
- Colleagues who are experienced, collaborative, and thoughtful
- Frequent opportunities to participate in professional development

Applicants should send a cover letter, resume, and references to Christine Sheridan at operations@inspiredteaching.org.

Center for Inspired Teaching is an equal opportunity employer. We are committed to a diverse workplace. Persons of color and persons with disabilities are encouraged to apply.