



The Commit! Partnership Communications and Marketing, Associate Position Opening

65 percent of regional jobs in 2020 will require education beyond high school. Yet, only 28 percent of public high school students in Dallas County receive a Bachelors or Associates degree within six years of graduation. The Commit! Partnership is a partnership of 190+ aligned partners that uses data to strategically work together to improve student education outcomes from cradle-to-career. Collectively, we can improve the odds for our 750,000+ students.

The Partnership seeks an experienced, skilled, hard-working marketing/communications professional with strong project management skills to join the Commit! team as a full-time Communications and Marketing Associate with a particularly focused role in the team's project management in order to contribute to and maximize The Partnership's communications, marketing and branding strategies' reach, engagement and impact.

Responsibilities

- **Project Management/Traffic Managing:** create detailed schedules, set deadlines for each stage of communications/marketing projects, and make sure that work is flowing between the communications/marketing team, creative partners, and internal team colleagues/departments. When traffic managing is done correctly, cross-departmental workflow is more apt to run smoothly – adding to team success and contentment.
- **Commit! Communications Strategy & Engagement:** support the Communications/Marketing Director and team in effectively developing and executing Commit!'s communications strategy to engage multiple audiences with The Partnership's work, impact and outcomes; including, but not limited to, *website assets, owned media, paid media, earned media, print publications, digital presentations, and event experiences.*
- **Regional C2C Marketing Campaigns:** support the Communications/Marketing Director and team in the design and on-going execution of high-impact regional marketing campaigns directly advancing cradle-to-career educational priority outcomes, including, but not limited to, *Early Childhood Education, Post-Secondary Access and Success, Educator Pipelines, and Crowdfunding opportunities*
- **Vendor Management:** support the Communications/Marketing Director and team in sourcing and managing external vendors and contractors responsible for delivering high quality campaign strategies, marketing collateral, digital assets, media relations and event experiences to engage target audiences
- **Asset Branding and Management:** support the Communications/Marketing Director and team in managing Commit's branding standards and assuring congruity amongst multiple aligned, branded, engaging properties

Qualifications

- 3+ years of success and experience in communications/marketing, project management, brand-oversight, graphic design and website development – proven track record of quality production and accomplishments
- Strong exhibited and proven skills in prioritization, organization, and problem-solving, as well as the ability to work with diverse personalities and work styles and with new or rapidly changing priorities
- Independent self-starter who embraces collaborative work environment and new skill development; open-mindedness, patient, sense of urgency, deadline- and results-oriented



- Technical Skill Experience preferred, includes
 - Project management software (i.e. gantt charts)
 - tools like Adobe InDesign, Photoshop and Illustrator to develop high quality marketing collateral (print and digital)
 - CRM-like systems such as Salesforce, Marketing Cloud preferred
- HTML, CSS, JS for website development such as WordPress.com preferred
- Success and experience with key messaging development and audience segmentation preferred
- Ability to draw insights from large data sets to drive marketing performance
- Experience executing successful social media strategies to communicate and engage multiple constituencies. Experience with scheduling and automation tools preferred
- Belief that education improves the odds for all children in service of Commit!'s mission

Description of the Commit! Partnership

The Commit! Partnership is a coalition of 190+ Dallas County organizations using robust data, community expertise, and the power of collective action to solve the biggest education challenges preventing the region's students from succeeding in school, college, and career.

Representing nearly 750,000 students from pre-K through college, Commit! is the largest member of the national StriveTogether Network, comprised of 64 chapters who commit to rigorous quality standards and who share research, practices and new approaches across their communities for collective impact. Founded in 2012, Commit! is actively supported by civic leaders and some of the region's most prominent CEO's, foundation directors, college presidents, K-12 superintendents and non-profit executives. A backbone staff of 17 employees supports the work of the Partnership through measurement, communications, convening, and project management.

This position offers a competitive compensation and benefits package. Interested candidates should email a cover letter and one-page resume to Sagar Desai at sagar.desai@commit2dallas.org.

Please reference the "Marketing Associate" position in the subject line. For more information, [read more about us](#) or contact Sagar with questions.