

# KOYA

LEADERSHIP  
PARTNERS

**StriveTogether**  
Every child. Cradle to career.

Senior Director of Marketing and  
Communications

## Senior Director of Marketing and Communications

StriveTogether

Cincinnati, OH, or Chicago, IL

### STRIVETOGETHER

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StriveTogether leads a national movement of 70 communities to get better results in every child's life. The nonprofit organization coaches and connects partners across the country to close gaps by using local data and expertise, especially for children of color and low-income children. The StriveTogether **Cradle to Career Network** reaches 10.4 million students, involves 10,800 organizations and has partners in 30 states and Washington, D.C.

StriveTogether believes the common language to get everyone moving in the same direction is data. Network communities bring together a wide range of groups that are committed to student success — not just families and teachers, but also businesses, civic organizations, nonprofits and investors. These cross-sector partners adopt common goals and expand on best practices for their local community.

The organization's nationally recognized and proven collective impact framework guides community partners in improving educational outcomes through four guiding principles and a continuum of quality benchmarks. Partners commit to a shared community vision and hold each other accountable for getting results. Communities using the StriveTogether approach have seen measurable gains in kindergarten readiness, academic achievement and postsecondary success.

In 2006, StriveTogether began taking shape when more than 300 organizations teamed up to improve education. Working within existing programs, this effort — called StrivePartnership — pursued a shared agenda with a specific set of measurable outcomes.

Over its first five years, StrivePartnership tracked improvements in 40 of its 53 measured outcomes. That included a 9 percent increase in kindergarten readiness, an 11 percent increase in high school graduation rates and a 10 percent increase in college enrollment. This approach of relentlessly examining and measuring results became a national initiative in 2010. StriveTogether has received support from the Annie E. Casey Foundation, the Chan Zuckerberg Initiative, the Ford Foundation, KnowledgeWorks, Living Cities and the Charles and Lynn Schusterman Family Foundation.

As part of StriveTogether's **new strategic plan**, communities will improve outcomes and close gaps through stronger collaboration among traditional school systems, education-focused service organizations and other sectors, such as housing and health. With more communities accelerating progress in changing systems and improving outcomes, StriveTogether and the Cradle to Career Network will collectively move toward achieving their ultimate goal of truly supporting the success of every child, cradle to career.

In October 2017, StriveTogether received a major funding commitment from Ballmer Group, which will invest up to \$10 million annually over the next six years to launch a community challenge fund to accelerate progress in the Cradle to Career Network. Ballmer Group is the philanthropy co-founded by civic activist Connie Ballmer and her husband, Steve Ballmer, former CEO of Microsoft and chairman of the LA Clippers. Ballmer Group works to improve economic mobility for children and families in the U.S. who are disproportionately likely to remain in poverty.

For more information, please visit [www.strivetogether.org](http://www.strivetogether.org).

## Senior Director of Marketing and Communications

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Based in Cincinnati, OH, or Chicago, IL, the Senior Director of Marketing and Communications (Senior Director) is responsible for building and leading the strategy and vision of a comprehensive integrated brand management, marketing and communications plan to accelerate progress toward achieving StriveTogether's ambitious goals.

Reporting to the Vice President of External Affairs, the Senior Director is a member of StriveTogether's Leadership Team. The Senior Director will oversee brand management, marketing and communications; is accountable for effectively positioning StriveTogether as a recognized and accomplished national movement,; and will network with its many key audiences, including investors, network members and the broader social impact field.

Specific responsibilities include:

### **MARKETING AND COMMUNICATIONS STRATEGY AND VISION:**

- Lead the development of an integrated, organization-wide strategic communications plan to broaden awareness and strengthen StriveTogether's brand identity across key stakeholder audiences;
- Create a brand/marketing/public relations strategy that will allow StriveTogether executive and board leadership to cultivate and enhance meaningful relationships with targeted, high-level external audiences, including the media, investors, public officials and key influencers;
- Work with the board and StriveTogether executive leadership team to recognize internal and external communications opportunities and solutions, and define and execute appropriate strategies to support them;
- Responsible for organizational success against key performance measures related to communications, including key message development and refinement, lead generation and other communications touchpoints; and
- Support planning and development of key StriveTogether publications and reports, writing and editing content as necessary.

### **BRAND MANAGEMENT AND MARKETING COMMUNICATIONS STRATEGY AND VISION:**

- Oversee key message development and refinement and train staff, board, network and other key constituents on utilization of key messaging and upholding StriveTogether brand;
- Identify key roles and service gaps for StriveTogether's brand management and marketing communication needs;
- Serve as StriveTogether spokesperson as needed;
- Manage relationships with key vendors, including the PR firm and other consultants in service of achieving StriveTogether's results;
- Attend and participate in appropriate conferences, events and networks to establish significant positioning in the field and represent StriveTogether as ambassador; and
- Responsible for developing the brand usage guidelines of the StriveTogether brand both internally and externally in all materials, print and digital.

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### MARKETING AND COMMUNICATIONS TEAM DEVELOPMENT

- Provide strategic leadership, oversight, coaching and guidance to marketing and communications team, including Director of Communications, Communications Specialist, graphic design co-ops and additional staff capacity; and
- Train and counsel StriveTogether staff and board on working with the media and developing StriveTogether's position as a thought leader.

### CANDIDATE PROFILE

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The ideal candidate will have the following personal competencies and characteristics:

#### Marketing and Communications Expertise

The Senior Director is an experienced leader with a curious mindset and a high level of intellectual horsepower. This new leader will have a measurable track record of successful, progressive and applicable experience in the leadership and management of communications, public relations and integrated marketing. The Senior Director has demonstrable experience in setting and implementing innovative marketing and communications strategies, serving as a catalyst and leader within organizations. The Senior Director is analytical and data-driven, able to conceptualize and analyze both problems and solutions and identify key metrics that will help StriveTogether's goal toward increased awareness, making StriveTogether a recognizable name. The successful candidate will have an expert understanding of branding, public relations, digital marketing, social media, web and mobile development and management.

#### Strategic Leadership

The Senior Director is a strategic and results-oriented leader who can translate business and operations plans into marketing and communications strategies. This leader is a creative thinker who effectively and constructively will lead StriveTogether to consider new and innovative approaches to targeting and engaging new stakeholders, strengthening branding and developing partnerships. The Senior Director is a visionary leader, a highly collaborative colleague and someone who can enlist the support of the entire organization behind a marketing and communications strategy. The Senior Director is a flexible and adaptable learner who can lead teams in a dynamic environment.

#### Relationship Builder and Collaborator

The Senior Director will be skilled at building and sustaining excellent relationships across StriveTogether, critical to success in this role. The Senior Director will be a natural partner with a demonstrated ability to connect and build bridges. The Senior Director will be inclusive, allowing for the building of consensus and recognition of teamwork. Engaging and supportive, this leader will have a track record of motivating and inspiring others to achieve impact through creativity and leveraging individual strengths to meet organizational goals. It is imperative that the Senior Director foster an atmosphere of collaboration and partnership across the organization.

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### Passion for the Mission

The Senior Director will embody the values and mission of StriveTogether and, as a result, will inspire and motivate others. An empathic, confident leader, the Senior Director will treat others with respect and lead by example, understanding that at times, empathy is an essential quality. The ideal candidate will be passionate about building capacity for communities to dramatically improve educational outcomes for every child from cradle to career. The Senior Director will have an eye consistently focused on the future and how to best adapt the organization to its changing environment. The Senior Director will have a collaborative spirit and will be a charismatic leader with a sense of humor. The Senior Director will be an individual of unquestioned integrity, ethics and values — someone who can be trusted without reservation.

### CONTACT

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Koya Leadership Partners, a national retained executive search firm that partners with mission-driven clients, has been exclusively retained for this search. To make recommendations on candidates or express interest in the opportunity, please email Marissa Martin and Chartise Clark at [koyachicago@koyapartners.com](mailto:koyachicago@koyapartners.com). All inquiries and discussions will be considered strictly confidential.

StriveTogether is an equal opportunity employer and strongly encourages applications from people of color, persons with disabilities, veterans, women and LGBT applicants.

### ABOUT KOYA LEADERSHIP PARTNERS

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Koya Leadership Partners is a national retained executive search and human capital consulting firm that works exclusively with mission-driven organizations, institutions of higher education and social enterprises. We deliver measurable results, finding exceptionally talented people who truly fit the unique culture of our client organizations and ensuring that organizations have the resources and strategies to support them. For more information about Koya Leadership Partners, visit [www.koyapartners.com](http://www.koyapartners.com).