

## **Communications Consultant**

### **About Internationals Network For Public Schools**

Internationals Network is a non-profit organization committed to challenging the status quo and ensuring equitable education for recently arrived adolescent multilingual learners (MLLs). With a 20-year history, Internationals Network partners with school teams, leaders, and systems to provide an education that prepares MLLs for college, career, and beyond. The organization's strategic plan for 2024-2029 focuses on enhancing and broadening their impact and building a more equitable and effective MLL ecosystem.

### **Position Summary**

The Communications Consultant is responsible for supporting Internationals' overall communications efforts and is a key member of the Advancement & Advocacy team.

The position oversees the strategy and implementation of communications for Internationals in collaboration with the Senior Director of Advancement. This position also supports the team in conducting regular appeals to individual donors and planning fundraising events. The Communications Consultant reports directly to the Senior Director of Advancement. Primary responsibilities include:

### **Communications**

- Lead and manage all communications projects, including setting timelines, assigning roles, facilitating meetings, and liaising with programs staff as needed.
- Lead communications strategies on internal communications.
- Lead strategy to implement and promote Internationals brand in all communications and marketing.
- Sustain organizational focus on identity and branding; Develop trainings, resources, and toolkits to support a consistent brand and voice in all of Internationals communications.
- Work with leadership and programs team to identify media opportunities and implement campaigns around key programs and issues.
- Manage and support creation of all print and electronic materials including infographics, templates, promotional materials, newsletters, annual report, annual appeal and marketing collateral.
- Manage Internationals social media presence, including content creation and reporting on data and trends.
- Manage Internationals' website, including content updates related to program initiatives and events.
- Measure and report on the effectiveness of communications activities, engagement levels, and progress; develop analytics to measure success and continually find ways to improve on those metrics through testing and new initiatives.
- Work with leadership to identify challenges and solutions to move organization-wide communications initiatives forward.
- Track and document media pertaining to Internationals Network and Internationals schools and academies.
- Prepare press releases and maintain media lists and media coverage story bank.



- Work closely with the Senior Director of Advancement and Events Program Manager with event planning.
- Collaborate with the programs team to develop key messages and storytelling to enhance Internationals brand and support fundraising efforts.
- Collaborate with the research team on collecting updated impact and demographic data to include in promotional materials, proposals and reports.
- Collaborate with the program team to develop key messages and storytelling to strengthen the network connection (communications with Network Schools).

#### Additional Responsibilities include:

- Attend and support meetings and events as needed and assigned.
- Contribute to staff meetings, retreats, and other internal meetings.
- Meet requirements of internal staff management processes including performance reviews, meetings, work plans, etc.

#### Knowledge, Skills, and Abilities

- Familiarity with donor databases and email marketing.
- Current knowledge and experience working with social media.
- Experience working with Adobe Creative Cloud and the following applications: Indesign, Photoshop, Illustrator, etc.)
- Experience working with print shops.

#### Qualifications:

- Bachelor's degree required.
- Minimum of 3 years of successful relevant communications and/or fundraising experience.
- Excellent verbal and written communication skills with the ability to address a variety of audiences (such as educators, donors, press, researchers, and the general public).
- Graphic design certificate or proven skills or experience.
- Website management experience.

#### Hourly Rate

The Consultant will be compensated at a rate of **\$40.00 per hour** for all services performed under this agreement.

#### Contract Term

The engagement is anticipated to last between **four (4) to five (5) months**, beginning in **January 2025**. The specific duration of the contract will be determined based on the scope of work and organizational needs.

#### Contract Extension

The agreement may be extended beyond the initial term based on mutual agreement between the Consultant and the Employer. Any such extension, including revised terms or scope of work, shall be documented in writing and signed by both parties.



### Commencement of Services

The Consultant's services are expected to commence in **January 2025**, with the specific start date to be finalized upon mutual agreement.

### Application Process

Interested candidates must submit their application by **January 10th, 2025**. Applications should include:

1. **Resume**
2. **Cover Letter** outlining relevant experience and interest in the position.

Applications should be emailed to **resume@internationalsnetwork.org**.

Internationals Network is an equal opportunity employer. We encourage candidates from all backgrounds to apply.

For more information about Internationals Network for Public Schools, please visit our website at [www.internationalsnetwork.org](http://www.internationalsnetwork.org).