

JOB ANNOUNCEMENT



2916 NE Alberta Street, Portland OR | info@dreamoregon.org | www.dreamoregon.org

OVERVIEW OF ORGANIZATION AND THE DREAMER SCHOOL

"I Have a Dream" Oregon seeks applicants for the position of Senior Marketing & Communications Coordinator. This is an opportunity to join a mission-driven team unified around a vision to break the cycle of poverty and change the game at a systemic level for children and families in poverty affected communities. To achieve this vision we established a first-in-the-world Dreamer School model for collaboration between public schools and their communities, a model that is being adopted in other American cities and in Auckland, New Zealand.

Beginning in 1990, "I Have a Dream" (IHD) partnered with schools in poverty impacted areas to adopt their 3rd grade class to be a Dreamer Class. IHD has adopted 10 such classes; five are still active. "Dreamers" receive mentoring, academic and social services, and exposure to a "culture of college and career" through post-secondary education.

Results have been powerful: 75-91% of Dreamers earn a diploma or GED (vs. 64% of their non-Dreamer peers) and 60% enroll in post-secondary education (vs. 32% of their non-Dreamer peers).

Building on this success, in 2010 "I Have a Dream" Oregon moved to a "Dreamer School" model, expanding our reach to serve over 1,000 Dreamer students in the Reynolds School District through a highly collaborative model that includes more than 50 nonprofit and higher education partners.

In addition to continuing the three core services cited above, our Dreamer School model includes expanded emphasis on early childhood, college completion, and deeper collaboration. The Dreamer School follows students who begin their pre-K-12 journey at Alder, one of the most poverty-impacted schools in Oregon, through middle school, Reynolds High School and eventually, post-secondary education/certification programs. Our goal is to help 100% of them to graduate from high school and 80% to complete a post-secondary degree or certificate, outcomes that will mean a better life for Dreamers and their families and a more educated, diverse workforce for Oregon's future. For more information, please visit www.dreamoregon.org.

SENIOR MARKETING & COMMUNICATIONS COORDINATOR RESPONSIBILITIES:

The Senior Marketing & Communications Coordinator (Coordinator) is a full-time employee of "I Have a Dream" Oregon who reports to the President & CEO. The Coordinator will provide important leadership to our marketing, PR, design and messaging areas as well as all of our stewardship efforts. The Coordinator will need to be an exceptionally talented, highly collaborative team player who works closely with the "I Have a Dream" Advancement team to:

- Develop, design and coordinate all aspects of organizational marketing and fundraising materials using an equity lens, including annual communications planning, Website, newsletter, print collateral, email campaigns, organizational brochures, as well as social media strategies for external donor audiences and program-specific needs;
- Responsible for management and maintenance of Website, Facebook, LinkedIn, Twitter and other online content/social media strategies including organizational updates, opportunities and advocacy issues that engage audience segments and leads to measurable action;
- Responsible for press releases, internal and external announcements, and media relations in order to increase exposure for "I Have a Dream" and fulfill promised recognition of funders;
- Remain relevant in educational and social issues related to our programs;
- Serve as "Brand Ambassador" in support of our programs and donors;

- Lead and serve as primary liaison to the Young Leaders Collective (YLC), including goal-setting, results tracking and communication/stewardship;
- Manage and coordinate vendor relationships for all printing, promotional, video, design and mailing needs of the organization ensuring projects are completed within the annual marketing budget;
- Coordinate internal employee communication tools, including messaging and consistent branding across the organization;
- Support corporate donor communication and retention in partnership with the Director of Advancement; assist in stewardship efforts;
- Lead staff person for communications, logistics and management of events with key constituents throughout the course of the year as scheduled;
- Participate as an active and enthusiastic team member with advancement and program staff.

REQUIRED QUALIFICATIONS/CHARACTERISTICS:

- Bachelor's degree from an accredited higher education institution.
- Deep commitment to equity and inclusion.
- Excellent and clear writing/editing and verbal communication skills.
- Strong project management skills coordinating key initiatives and the ability to work effectively with diverse populations.
- Experience in social media, print media. Web fluency including basic knowledge of HTML and analytics.
- Intermediate to advanced Adobe Creative Suite skills.
- Knowledge of communications best practices and tactics, including AP Style and content marketing.
- Exceptional organizational ability and keen attention to detail.
- Strong communication skills and public interaction skills.
- Positive attitude, strong work ethic, flexible and self-directed.
- Demonstrated ability to work independently and on a team.
- Comfortable working in a fast-paced environment, able to work on multiple projects and deadlines simultaneously.
- Passion and commitment for the work of "I Have a Dream".

SALARY AND BENEFITS:

- Compensation commensurate with experience
- 100% employee premium paid for medical/dental/vision insurance
- Employer paid life, long- and short-term disability insurance
- Flexible Spending Benefit Plan and Employee Assistance Program
- 15 days of accrued vacation, 12 days of sick and 10 holidays
- Simple IRA retirement plan with employer matching program
- 1 month paid sabbatical after 5 years of continuous employment

TO APPLY:

Please send a cover letter and resume to Sharon Mayo at: sharonm@dreamoregon.org. Women and minorities are strongly encouraged to apply.

Review of applications will begin February 15, 2017
Position will remain open until filled
An Equal Opportunity Employer