



# ASSOCIATE VICE PRESIDENT OF MARKETING & COMMUNICATIONS

## **OPPORTUNITY:**

The Associate Vice President of Marketing & Communications role is an exciting opportunity to join a mission-driven, entrepreneurial team whose energy and creativity are elevated when we work shoulder to shoulder. We seek out bold ideas, fuel transformative innovations, and support the relentless pursuit of high-quality public schools and opportunities—because our students’ futures depend on it.

## **JOB SUMMARY:**

Reporting to the Vice President - Chief of Staff (VP-COS), the Associate Vice President of Marketing & Communications (AVPMC) at RedefinED Atlanta is a seasoned communications leader with a strategic mindset and a track record of managing both people and complex projects. This candidate brings creative vision, exceptional written and verbal communication skills, and a deep understanding of how to align messaging with mission. They are a collaborative partner across teams, a thoughtful brand steward, and a trusted advisor to senior leadership. Adept at leading through influence and managing with intention, they are ready to shape narrative, drive engagement, and build visibility for a mission-driven organization. The AVPMC will sit on RedefinED Atlanta's leadership team.

## **CORE RESPONSIBILITIES:**

The Associate Vice President of Marketing and Communications will serve as RedefinED Atlanta’s brand steward and chief strategist for all communications efforts. In partnership with the leadership team, this leader will advance and evolve the organization’s mar-comm strategy to align with RedefinED’s bold vision to improve public education access across Metro Atlanta. Core responsibilities include:

### Strategy, Leadership, and Executive Partnership

- Lead the implementation and ongoing evolution of RedefinED Atlanta’s marketing and communications strategy, ensuring alignment with the organization’s strategic plan
- Serve as a strategic advisor to the senior team on messaging, positioning, storytelling, media, and audience engagement
- Partner with the Executive Director and Chief of Staff to shape RedefinED Atlanta’s public voice and visibility in regional and national education conversations



- Lead executive communications, including thought leadership, speeches, op-eds, and major announcements

#### Team Leadership and Capacity Building

- Manage, mentor, and grow a high-performing marketing and communications team, along with a network of vendors
- Build and maintain scalable systems for content planning, approval workflows, and cross-team collaboration
- Equip staff with messaging tools, talking points, and narrative training to serve as effective ambassadors
- Strengthen internal collaboration in communications to ensure clarity, alignment, and shared ownership of organizational priorities

#### Brand, Messaging, and Content

- Own and evolve brand architecture, voice guidelines, visual identity, and messaging frameworks
- Ensure consistent, equity-centered messaging that authentically represents Metro Atlanta's communities and RedefinED's strategic priorities and investments
- Oversee the development of compelling, multi-channel content (web, social, email, media, presentations, donor, and community materials) that builds trust, advances equity, and supports fundraising and impact goals

#### Development, Fundraising, and Investor Communications

- Partner closely with development leadership to align marketing strategy with fundraising goals, donor engagement, and campaigns
- Lead investor and donor communications projects, including, but not limited to, impact reports and case statements

#### External Affairs, Media, and Policy Influence

- In partnership with RedefinED Atlanta's established PR consultant, cultivate relationships with local and national press, partners, and community stakeholders
- Develop communications strategies that support policy influence, cross-sector collaboration, and public trust
- Author and/or co-author press releases, media statements, op-eds, and rapid-response messaging in coordination with the PR consultant and executive leadership, ensuring clarity, alignment with organizational priorities, and readiness for time-sensitive issues
- Lead crisis communications planning and brand risk management in consultation with the executive leadership team and PR consultant



### Digital Strategy, Analytics, and Systems

- Oversee digital strategy, including website evolution, data storytelling platforms, and emerging channels
- Evaluate communications performance using data and analytics to inform strategy and continuous improvement

### Leadership Team

- Serve as a leadership team member, culture champion, and steward of RedefinED Atlanta's mission, vision, values, and ethical standards
- Engage in strategic decision-making, short and long-term strategic planning, goal creation and setting, and prioritization of initiatives in partnership with the leadership team.
- Set and maintain the bar/standard of excellence for self and contribute to a culture of continuous improvement and innovation
- Operate in a fiscally responsible manner
- Support the identification and management of risks to the organization and collaborate to minimize and mitigate
- Model organizational behaviors and competencies for the staff and support the growth and development of all staff members, regardless of reporting lines
- Support and champion organizational change initiatives, ensuring smooth transitions and minimal disruption to operations.

### **SKILLS, ABILITIES & COMPETENCIES:**

- 10+ years of progressive experience in marketing, communications, or brand strategy, ideally with a mix of nonprofit, philanthropic, education, or agency experience
- Proven track record in developing and executing communications strategies that drive engagement and advance organizational goals
- Exceptional leadership and team management skills, with experience building and mentoring high-performing teams and vendors
- Strong writing, editing, and messaging skills, with a sharp eye for alignment and tone
- Demonstrated ability to translate complex ideas into compelling, accessible communications
- Fluency in digital tools and mar-comm performance metrics
- Deep commitment to public education access and experience working in partnership with local/regional community organizations
- Strong collaboration and influence skills across functions, balancing multiple priorities and stakeholders



- Ability to advise senior leaders and board members with confidence, discretion, and strategic judgment
- Connected to K-12 public education in metro Atlanta (preferred but not required)

#### **PROGRAMS, PLATFORMS, AND SYSTEMS**

- Proficiency with content management systems (e.g., website CMS platforms such as WordPress)
- Experience with CRM and donor engagement systems
- Fluency with email marketing and marketing automation platforms (e.g., MailChimp)
- Working knowledge of social media management and analytics tools (e.g., Hootsuite)
- Experience using data and visualization tools to support impact reporting and data storytelling
- Familiarity with project management and collaboration tools to manage workflows across teams and vendors (e.g., Asana)
- Comfort working with design tools and brand asset management systems (e.g., Canva)
- Strong working knowledge of analytics platforms to track engagement, performance, and outcomes (e.g., Google Analytics)
- Proficiency in Google Workspace (Docs, Sheets, Slides, Drive) and fluency working within Apple/macOS environments

#### **LOCATION:**

Our office is located at Industrious in the Old Fourth Ward neighborhood. We value in-person collaboration while also recognizing the advantages and flexibility of hybrid work.

#### **COMPENSATION:**

Salary range is \$141,000-\$148,000 and includes full benefits and a flexible work environment. For additional information on our benefits, [click here](#).

#### **HOW TO APPLY:**

To apply, submit your tailored resume and cover letter as one combined document via the job posting [located here](#). Applications close at 12:00 PM (noon) on Saturday, April 4, 2026. Your application should include:

- Relevant strategic and leadership experience
- Commitment to educational equity
- Fit for the role
- Preferred contact information



## OUR STORY:

RedefinED Atlanta is a locally based nonprofit working to ensure every Metro Atlanta student has access to high-quality public school options. We work closely with families, educators, community partners, and civic leaders to create more trajectory-changing opportunities, incubate and support new ideas, and make lasting improvements in our schools and systems.

When RedefinED Atlanta launched in 2016, we were responding to a clear and urgent challenge: far too many students in Atlanta lacked access to the kind of public education that helps young people thrive. And too often, a student's zip code—not their talent or potential—determines the quality of their schooling.

Great schools change everything. That's why we invest in what works, challenge what doesn't, and keep our collective community's voice at the center. From supporting the educator experience to launching new schools and investing in lasting policy change to support public schools, we connect the dots between vision and impact. To date, we've raised and leveraged over \$70M to support Metro Atlanta public schools and increased access to quality public schools for nearly 15,000 students across 23 schools.

Our work is rooted in our core values:

- **Equity:** We strive to serve as an example of what philanthropy can be when it partners with the community. We provide support to meet students' and families' different needs and remove barriers by concentrating resources to address inequities.
- **Integrity:** We seek truth, use data to inform decision-making, and operate with honesty. We commit to identifying how we can improve and to making active changes ourselves, before seeking changes in others.
- **Excellence:** We recognize the inequities inherent within our current educational system, and we actively work toward defining a high bar of excellence, disrupting the status quo, and holding ourselves and our partners accountable for outcomes.
- **Community:** We serve communities. Families' visions and aspirations for their children's education guide us. We engage in asset-based thinking, leverage existing strengths, and act with compassion. We work with under-resourced communities to achieve great K–12 public schools for all Atlanta students.



- **Sustainability:** We work to make enduring positive change. We resist silver-bullet thinking and simultaneously engage in replicating success and promoting innovation. We balance patience with a sense of urgency, and our immediate actions and quick wins are aligned to our long-term strategy.

**COMMITMENT TO RACIAL EQUITY AND INCLUSION:**

We do not and shall not discriminate on the basis of race, color, religion (creed), gender, gender expression, age, national origin (ancestry), disability, marital status, sexual orientation, or military status, in any of its activities or operations. These activities include, but are not limited to, hiring and firing of staff and contractors, selection of volunteers and vendors, and provision of services. We are committed to providing an inclusive and welcoming environment for all members of our staff, clients, volunteers, subcontractors, and vendors.