**Director of Communications, Policy and Advocacy**

Woodward Hines Education Foundation is a Mississippi non-profit that works to help more Mississippians obtain the postsecondary degree, certification, or credential that will allow them to improve their quality of life, strengthen their communities and contribute to a bright and prosperous future for all of Mississippi.

**POSITION SUMMARY:**

This position is responsible for advancing the mission impact of Woodward Hines Education Foundation (WHEF) by building WHEF’s brand reputation through strategic communications programs and initiatives. This position plays a key function in leading and supporting WHEF’s strategic initiatives and advocacy efforts by overseeing all aspects of internal and external communications, branding, strategy and analysis, market research and conveying social and financial impact. This role also plays an integral role in helping WHEF educate and convene stakeholders across Mississippi around key issue areas and opportunities to drive more equitable impact in these areas.

**LOCATION:**
WHEF’s Corporate Offices located in Jackson, Mississippi

**EDUCATION:**
Minimum of an undergraduate degree in public relations, marketing, business, public policy, or related field with 8 years of experience working in communications or related department. Accreditation in Public Relations (APR) is preferred but not required.

**JOB DUTIES:**

Job duties include, but are not limited to:

- Ensures that WHEF and Get2College communications, both written and visual, are strategic and on brand.
- Engages, elevates, and amplifies the voices of people most impacted by our work, keeping their voices and perspectives at the forefront of all advocacy, strategy, and program work.
- Leads development of communication campaigns and production of content for WHEF and Get2College through digital and print media.
- Oversees annual budget and expenditures of the Communications, Policy and Advocacy department.
- Develops and leads grantee communications.
- Vets, implements, and evaluates internal and external communications tools to meet the dynamic needs of WHEF and Get2College.
- Create and implement a social media marketing strategy that includes all major social media platforms as appropriate via creative, entertaining, compelling, and informative posts.
- Manages WHEF’s publication strategy, including internal digital newsletters for employees and external conversations for WHEF’s philanthropy.
- Oversees public-facing communications platforms including WHEF and Get2College websites and social media. Evaluates and reports on analytics of these platforms.
With staff, writes and edits articles, news releases, digital content, newsletters, speeches, presentations, videos and collateral materials.

Oversees contractors to create written and visual content, including branded items, publications, and photo and video assets.

Manages the capture and sharing of Get2College program material through media such as written pieces, screencasts, podcasts, video, and animations.

Oversees internal communications to assist with establishing positive organizational culture.

Empowers WHEF’s employees to be brand ambassadors for the Foundation and its mission.

COMPETENCIES/ATTRIBUTES:
The successful candidate should possess the following:

- Experience with and understanding of the role public policy plays in creating meaningful impact and systemic change.
- Management experience in a team-oriented workplace preferred.
- Demonstrated ability to lead and develop a department and department staff members.
- Experience in a role requiring collaboration within an organization and with diverse constituencies, as well as, demonstrates the ability to work with efficiency and diplomacy.
- Ability to develop and manage project timelines with completion of project on time and within budget.
- Demonstrates excellent organizational skills and time management skills including the ability to prioritize, and plan and manage multiple projects simultaneously.
- Extensive working knowledge of Microsoft Office software, specifically Outlook, Word, PowerPoint, Excel and Publisher; WordPress; Adobe Creative Cloud (Photoshop, InDesign, Illustrator); Dreamweaver; Adobe Pro, Adobe Suites and Adobe forms; Cute software programs; and ZOOM video conferencing.
- Willingness to learn about the fields of college access and success.
- Highly ethical and committed to the values of the Foundation.

OUR VISION AND MISSION:
In order for our foundation to succeed, all our positions and the people who occupy them are bound by our mission and driven by our vision.

The mission of Woodward Hines Education Foundation is to help more Mississippians obtain postsecondary credentials, college certificates, and degrees that lead to meaningful employment.

We envision a Mississippi where all people can secure the training and education beyond high school that will allow them to enhance their quality of life, strengthen their communities, and contribute to a vibrant and prosperous future for our state.

Please submit a cover letter and resume:

Woodward Hines Education Foundation
ATTN: Human Resources
Post Office Box 5008
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OR
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