

Good Reason Houston Director of Communications

Type: Full Time

Min. Experience: Experienced

ABOUT THE ROLE

Good Reason Houston is seeking an experienced, strategic and creative Communications Director to lead Good Reason Houston's internal and external communication, manage and strengthen its brand, and elevate issues of school quality across the City of Houston.

This person should be a proven leader in communications strategy who understands that everything the organization says and does should strengthen its credibility and influence and advance the mission of ensuring every child in every Houston neighborhood has a high-quality school. This person should be skilled at recognizing and capitalizing on external opportunities, building and executing a strategy across multiple teams, and excellent at motivating people and both lateral management and managing up.

This position jointly reports to the Chief Public Affairs Officer and The Chief Advancement Officer of Good Reason Houston. They will manage a team that includes one full time graphic designer and a set of external communications consultants.

RESPONSIBILITIES

Internal Communications

- Develop and manage the internal communication for Good Reason Houston's growing team.
- Create Systems and Processes to incorporate the work of all teams in Good Reason Houston's communication strategy.
- Inform, engage, and elevate other staff in communications work to diversify the Organization's voice.
- Manage, refresh, and train staff in Good Reason Houston's brand guidelines.

External Communications

- Set and pursue an elegant and effective communication strategy to position Good Reason Houston as a key leader on school quality in the Houston community while continuing to build brand awareness.
- Develop initiatives, content, and manage Good Reason Houston's social media channels to expand influence and audience, and highlight our work.
- Develop and manage a comprehensive media relations strategy that includes state and local education press, online and digital outlets, and national outlets.
- Serve as one of the external representatives of Good Reason Houston across the greater Houston community.
- Ideate, create, and develop all necessary collateral material for all teams.

Strategy & Vision Setting

- Annually, set internal and external communications goals across all teams and functions, and monitor progress toward goal throughout the year.
- Determine key communication goals and systems for progress monitoring, both internally and externally.
- Set and manage the vision for Good Reason Houston's events in partnership with all relevant staff.

QUALIFICATIONS

Requirements

- Bachelor's degree required.
- Minimum three years of communications, marketing, public relations or journalism work
- 1-2 years managing communications strategy and/or team
- Media Relations Experience
- Record of results in communication strategy and externally representing an organization

Relevant Skills

- Exceptional oral and written comprehension and expression
- Experience setting vision and direction for a cross-team strategy
- Creative problem solving
- Adaptability, curiosity, and service orientation
- Executing strong judgment and decision making
- Experience providing guidance, direction, and motivation to teammates
- Experience and sophistication in managing up and managing laterally to accomplish shared goals
- Monitoring and performance assessment
- Problem sensitivity and solution focus
- K-12 public education experience preferred, but not required

Please apply online at <https://goodreasonhouston.org/careers/>