**Position Title:** Marketing & Communications Senior Manager

**Job Location:** Washington, DC (Remote, For the Exceptionally Qualified Candidate)

**Reports to**: Chief Operating Officer

# **Who We Are**

Student Freedom Initiative, Inc. (SFI) is a nonprofit corporation formed under the laws of the State of Delaware and operated exclusively for charitable, educational, and scientific purposes. Our vision is to reduce the wealth gap through the lens of education. We focus on the young men and women attending Historically Black Colleges and Universities (“HBCUs”) - and ultimately other Minority Serving Institutions (“MSIs”). We are *student centric* and *evidence-based;* we deliver a *holistic* solution to address the systemic problems resulting from the trapping of poverty that contribute to wealth gap. Our program is composed of four pillars: (1) Alternative to traditional Parent PLUS loans, (2) Internships & Certification, (3) Comprehensive Supports, and (4) Targeted MSI Capacity Building. The outcomes sought from these pillars are to reduce student debt burden, increase student job readiness, increase student persistence, and increase resilience and competitiveness of MSIs. These pillars are enabled by the generous contributions of our corporate and philanthropic supporters.

# **The Role**

We are looking for a **Senior Manager, Marketing & Communications** to lead development and execution of the company’s marketing communication strategies and drive branding/image management across various public relations and advertising channels (including, but not exclusively web, print, media, and social media platforms). He/she is a critical, strategic addition to branding and growing the company’s position with all constituent groups (e.g., Corporate Partners, High Net Worth Individuals, Private Foundations, Family Offices, Minority Serving Institutions (MSIs), Federal & State Government). The person will drive broader awareness externally. As an ambassador for the company, it is imperative that he/she has existing relationships with marketing and media firms, and the ability to build and execute a marketing and communications strategy that will always keep the company at the forefront of the market. This is a hands-on position.

# **What You Will Do**

1. Prepare and distribute information that is professional, clear, consistent, and credibility communicates the company vision, goals, and objectives in language that evokes action by constituent groups.
2. Lead and provide direction to support contracts (e.g., social media, web development, others) to ensure they meet contractual requirements
3. Translate company vision, goals, and objectives into actionable plans, measurable in qualitative and quantitative terms; includes working with media, social media platforms, partner institutions, and providers of in-kind contributions and funding.
4. Collaborate with Executive Leadership team (e.g., Executive Director, Chief Operating Officer, and General Counsel and Secretary), Project Managers, and Program Design to provide direction to support contractors and implement marketing and communications needs of the company.
5. Define and implement processes to align/streamline marketing and communications efforts among the company, support contracts, partner institutions, corporate partners, and funding sources.
6. Obtain advertising opportunities through negotiations with various online and print publications.
7. Develop and maintain the company’s annual marketing and events calendar.
8. Maintain professional knowledge by participating in educational opportunities, reading professional journals and publications.
9. Create, maintain, and distribute digital and hardcopy report and brochures for use in fundraising and other campaigns.
10. Cultivate and sustain long term, mutually beneficial relationships with media partners and potential donors.
11. Create, coordinate and gain consensus of the annual marketing and communications budget, including scope, schedule, and cost of support contracts.

# **What You Will Bring**

1. A Bachelor's degree in marketing, communications, English, or related field is required; advanced degree is preferred.
2. Minimum of 10 years’ experience in management role either in-house or with an agency.
3. Minimum of 5 years’ experience in planning, writing, editing, and production of newsletters, press releases, annual reports, marketing literature, and other print publications and directories.
4. Minimum of 5 years’ experience in developing and implementing social media strategies.
5. Demonstrated experience in managing comprehensive strategic marketing and communications, media relations, and marketing program to advance the company’s mission and goals.
6. Demonstrated experience developing fundraising campaign material for colleges and universities.
7. Demonstrated knowledge in email marketing tools, content management systems and Google Analytics Essential Functions.
8. Demonstrated cultural sensitivity and experience working in a multicultural, multi-ethnic, and multi-generational environment.
9. Demonstrated experience with creative graphic design, event branding, and event production.
10. Exceptional written, oral, interpersonal, and presentation skills and the ability to effectively interface with executive leadership team.
11. Proficient in Microsoft Office 365 Suite (Word, Excel, Publisher, Photoshop, PowerPoint).
12. Proficient in the following social media platforms: Facebook, Twitter, Instagram, LinkedIn, Pinterest, and TikTok.
13. Willingness to travel up to 15% of the time.

# **What Core Competencies You Should Possess**

1. Collaboration
2. Detail-Oriented
3. Flexibility/Agility
4. Interpersonal Skills
5. Personal Effectiveness
6. Project Management
7. Results Driven
8. Ability to Deal with Ambiguity
9. Ability To Exercise Discretion
10. Ability Protect Extremely Sensitive Information & Relationships

*It is impossible to list every requirement for, or responsibility of, any position.  Similarly, we cannot identify all the skills a position may require since job responsibilities and the Company’s needs may change over time.  Therefore, the above job description is not comprehensive or exhaustive.   The Company reserves the right to adjust, add to or eliminate any aspect of the above description.  The Company also retains the right to require all employees to undertake additional or different job responsibilities when necessary to meet business needs.*

*Student Freedom Initiative is an equal opportunity employer and is committed to diversity and inclusion in the workplace. We prohibit discrimination and harassment of any kind based on race, color, sex, religion, sexual orientation, national origin, disability, genetic information, pregnancy, or any other protected characteristic as outlined by federal, state, or local laws.*

**Attachment 1 – Company Executive Summary**

* + 1. **Overview**

Student Freedom Initiative, Inc. (“SFI”) is a nonprofit corporation formed under the laws of the State of Delaware and operated exclusively for charitable, educational, and scientific purposes for students initially attending Historically Black Colleges and Universities (“HBCUs”) - and ultimately other Minority-Serving Institutions (“MSIs”) in the future. SFI evolved from the transformational gift of Robert F. Smith, Founder and Chairman of Vista Equity Partners and Philanthropist. When he paid off the loans of the entire graduating class of Morehouse College (Atlanta, GA), he recognized he needed a scalable solution to address the systemic challenges facing not only this HBCU and its students but more broadly, students attending any MSI. Therefore, he established SFI with a bold vision - Reduce the wealth gap through the lens of education. Its mission builds on and expands the work of recognized section 501(c)(3) tax-exempt organizations, including the Education Finance Institute (EFI), Jain Family Institute (JFI), Better Future Forward (BFF), United Negro College Fund (UNCF), and Thurgood Marshall College Fund (TMCF). The challenges facing MSI(s) and their students requires everyone working together to provide solutions that may be as unique as these individual institutions and student populations.

* + 1. **Mission Statement**

The SFI mission is to provide freedom in professional and life choices for students attending Minority Serving Institutions (MSIs) by increasing their social and economic mobility using a student-centric, evidence based, holistic, and collaborative approach.

* + 1. **Organization Core Values**

**Reliability:** We do what we say we’re going to do. This is how we forge strong relationships and deliver greater results.

**Excellence:** We approach our work with a critical and analytical mind, constantly questioning the status quo and seeking innovative solutions.

**Determination:** We embrace the unknown and tackle challenges head-on, driven by our passion and determination to create a better future.

**Integrity:** We value honesty and openness -- cards face up.

**Collaboration:** We are dedicated to fostering a collaborative, supportive and inclusive work environment where everyone is valued and respected. We evolve together.

* + 1. **Program Pillars**

SFI’s approach includes the following pillars, each of which is tailorable to meet the needs of the participating MSI(s) and business imperatives of potential corporate and philanthropic donor(s):

* + - 1. Private Sector Alternative to Parent PLUS loans. A flexible approach to replace traditional Parent PLUS loans, but with more favorable economic and non-economic terms.
      2. Internships & Certifications. Paid internships within Science Technology Engineering, and Math (STEM) related companies and access to industry driven certifications.
      3. Comprehensive Supports. Provide eligible students services and access to technology to reduce the digital divide, enhance their ability to perform in their intended major, and better prepare them for their life after college.
      4. Targeted MSI Capacity Building. Provide eligible MSIs services and technology to reduce the digital divide, transform and evolve technology, increase flexibility of endowments, identify potential revenue generation opportunities, and enhance Research & Development (R&D) capability.
    1. **Implementation Tenets**

SFI’s identification of MSI(s) and student needs, solutions, and how these solutions can be tailored to be culturally sensitive, and impactful will be guided by the following tenets in pursuit of its mission through the Program Pillars:

* + 1. Student-Centered *-* SFI remains acutely focused on the interest of students/families and recognizes that their success benefits communities, employers and MSIs.
    2. Holistic - SFI elevates the totality of the MSI ecosystem; recognizes the implication to people, process, technology, and governance; and provides a suite of solutions that enable MSI and student success.
    3. Evidence-Based - SFI refines and adjusts its program to optimize student outcomes based on continuous analysis of data throughout the program’s lifecycle, and generates high quality research to support broad(er) adoption of this transformative program.
    4. Collaborative - SFI develops mission-aligned, strategic partnerships; leverages core competencies of subject matter experts; and capitalizes on synergies with related goals.
    5. **Outcomes**

Through its organization core values, program pillars, and implementation tenets, SFI intends to achieve the following outcomes which will be measured over time through a longitudinal study:

* + - 1. Reduce student loan debt burden.
      2. Increase student job readiness.
      3. Increase student persistence.
      4. Increase resilience and competitiveness of MSI(s).