



Silicon Valley Education Foundation (SVEF) is the largest educational nonprofit in Silicon Valley. Our mission is to deliver and advocate for STEM education that inspires underserved students to succeed in college and careers. We are guided by the belief that all students are capable of pursuing higher education and boosting their future economic mobility regardless of their background. SVEF has an established legacy of providing proven STEM programs and being profoundly committed to empowering students to graduate high school career and college ready. The impact of our work is evident in our strong partnerships with districts and donors in closing the achievement gap and the creation of a workforce that has the skills to meet 21st century needs.

Position: Director of Marketing & Communications

Job Location: San Jose, CA

Reporting to the Chief Development Officer and working closely in collaboration across the organization to strengthen internal and external communications, and support the defining of the SVEF brand. The Director of Marketing & Communications will play an integral role in articulating the voice of the organization across multiple internal and external channels of communication. The Director of Marketing & Communications will bring to life the mission and vision of the organization, guided by the leadership of the SVEF President & CEO.

Primary Duties and Responsibilities

- Responsible for the development, direction and evaluation of comprehensive communications, marketing and branding strategies for SVEF's' services and programs across all departments.
- Develops and leads the execution, from conception to production, a wide array of publicity, promotional, communication and marketing materials utilizing a variety of print and digital media.
- Leads the strategy and voice of social media publicity/stewardship materials and communications.
- Support President & CEO as well as other Cabinet members in the strategic influence of SVEF mission areas in the broader education landscape
- Leads the continuous update and enhancement of the website, digital footprint, and social media outlets.

- Develops & and evaluates direct mail campaigns and marketing & social media campaigns for fundraising and cultivation events in coordination with the Chief Development Officer and key staff.
- Designs, communicates, and upholds SVEF branding standards that create consistency and recognition across all communications & marketing platforms.
- Assesses effectiveness and satisfaction of marketing and outreach strategies on an ongoing basis through engagement evaluation
- Produces and maintains an active plan and timeline for all communication and marketing campaigns to include evaluation and assessment of the effectiveness of campaigns.
- Serves as a liaison between SVEF and marketing and communications contractors that support the implementation of the overall strategy.
- Support program team in developing a clear voice and story to support teacher and student recruitment and overall brand identity of SVEF programs
- Work with community and other partners to represent the best interest of the organization
- Support and streamline internal staff communications via internal communication channels

Minimum Qualifications

- Bachelor's degree or comparable work experience
- Five or more years of professional work experience in communications and or marketing related fields.
- Demonstrated interest in the nonprofit sector .
- Experience managing communication tools such as Constant Contact, Hootsuite, Clicksend, etc.
- Experience in using multimedia design tools such as Adobe, Canva, InDesign etc.
- Experience developing marketing and branding strategies.
- Experience managing websites and social media accounts
- Excellent written and oral communication and interpersonal skills.
- Experience working with volunteers, volunteer leadership, and program staff.
- Experience with multimedia design tools preferred.

- Must possess a high level of integrity with a proven ability to establish trust-based relationships regarding ongoing, mutually beneficial partnerships.
- Able to work autonomously while achieving high impact results.
- Propensity to work with high energy, a high degree of initiative and from a positive perspective while maintaining flexibility and attention to detail.
- Excel in organizational leadership abilities, including increasing efficiencies around systems, procedures, and protocols.
- Outstanding public presentation skills and a capacity to communicate effectively to the board, committees, staff, volunteers, and the public in a concise, focused, and convincing manner.
- Increase organization's visibility and your network of contacts by attending community events.
- Ability to maintain professionalism under pressure, to problem-solve, anticipate change and react efficiently with challenging deadlines and priorities
- Google Suite, Excel, and Salesforce proficiency

Job Competencies

- Teamwork
- Strategic thinking
- Marketing
- Communication
- Organization
- People Management
- Leadership

Application Request

- Please provide the following:
- One existing work sample that demonstrates your writing skills such as blog, press releases or other communications documents
- A graphic design that includes either a social media post, newsletter or other materials with visuals
- A marketing or communications strategy



Preferred Start Date and Salary Parameters

Preferred start date as soon as possible. Generous benefits with a salary commensurate with experience. Salary range from \$118-125k.

Application Process

Please submit your cover letter and resume to HR@svefoundation.org.