



Job Details

Position: Chief Public Information Officer (CPIO)

Reports to: CEO

Schedule: Monday-Friday, 9 a.m.-5 p.m. and some night or weekend events

Travel: Up to 25%

Location: 125 S. Elm St., Suite 500, Greensboro, NC 27401. Hybrid schedule

About shift_ed

shift_ed is a 501(c)(3) nonprofit organization whose mission is to boldly accelerate student potential. Our continuum of educational programs spans from kindergarten to career, with initiatives that are evidence-based and equity-minded. We partner closely with Guilford County Schools to provide thousands of hours of tutoring, aptitude assessments, college prep workshops and career exploration programming to students.

Description

Mission-focused, strategic, collaborative, results-driven, creative leader with a proven track record of building and amplifying a positive brand position and leading a team of diverse, talented individuals. Reporting directly to the Chief Executive Officer, The Chief Public Information Officer has primary responsibilities to effectively develop, lead, and manage the communications strategies of shift_ed.

Directly responsible for successfully leading and implementing an integrated communications and strategy. This strategy will focus on two key objectives: implementing a multifaceted communications and outreach strategy targeted to funders, donors, board and constituents, and; manage the organization's external and internal communication and information flow. They are the primary point of contact for media relations, handling press releases, press conferences and interviews. The CPIO will be results-oriented, resourceful, energetic, and creative with exceptional interpersonal and organizational skills. Using multiple communications strategies and methods, this person should position shift_ed with key communications efforts to increase donor audiences, build new constituencies and elicit

increasing support around shift_ed and its story. Their team will generate contributed revenue by increasing brand awareness through media, relationship building, and communications. They will manage communications and brand strategy for the overall organization, positioning shift_ed as the leading source of information and solutions focused on a cradle to career continuum of support for education and workforce in Guilford County and beyond.

Essential Duties and Responsibilities include but are not limited to the following:

Communications

- Work with staff on public relations to increase knowledge and awareness of shift_ed, its mission, activities, and the value of its work.
- Implement multifaceted communications strategy, including use of electronic mail, shift_ed website, social media platforms, print, radio and televised media to disseminate shift_ed programs and related messaging on education and workforce development.
- Focus on external communications to ensure consistent messaging and branding in all print and online donor, partner, and stakeholders materials.

Organizational Leadership and Management

- Lead team to develop and execute against multi-year strategic goals and annual work plans.
- Foster efficient and effective cross-functional teamwork and results-oriented deliverables through communications.
- Mentor and coach direct reports, delegate work streams effectively, foster professional growth, and motivate and hold team members to a high standard of excellence
- Manage approved budget for all communications activities across the organization
- Serve as a contributing member of the organization's Executive Team

Qualifications:

Education and Skills Requirements:

- Bachelor's degree from an accredited college/university or equivalent combination of work experience, education, or training.
- 7-10 years of communications experience with specific experience in strategy.
- Strong communicator who has experience researching and synthesizing information for senior leadership in preparatory documents and other collateral.
- Ability to prioritize and manage multiple responsibilities independently.
- Excellent written and verbal communication abilities and interpersonal skills.

- Have the ability to engage, build, and maintain relationships with a variety of individuals and organizations.
- Have a positive, solutions-oriented attitude, a drive for excellence, and ability to be a team player.
- Knowledge of fundraising principles and practices.
- Excellent time management skills.
- Demonstrate superior organizational skills, attention to detail and the ability to meet deadlines.