
Director of Development, Marketing, and Organizational Strategy
Improving Education
1794 Union Ave.
Baltimore, MD 21211

About us:

At Improving Education, we work to improve educational systems by harnessing the creative power of individuals to develop, test, and implement innovative and efficient solutions to complex problems in education. Using rigorous quality improvement processes, our 4 initiatives (Bedtime in a Box, The iFellowship, Learning in a Box, and Networked Improvement Communities) work in different aspects of the birth through career spectrum to improve outcomes for students and the community. We design, test, and implement new ways to solve systemic problems in education and health.

Beginning in 2015, Improving Education has grown from an organization working with 4 schools and 75 students to a thriving non-profit engaging with hundreds of teachers and over 25,000 children in multiple states. We have hubs in Baltimore and Denver, which allows us to have a national reach with many of our services, but a local connection to the communities we serve. Our FY21 budget of \$2.1 million represents multiple lines of programming focused in Baltimore and Denver with satellite services in communities across the country. Improving Education is poised to grow rapidly as increased demand for programming increases in urban and rural areas across the country and the COVID-19 pandemic has allowed for new investments in ideas to improve education and health for children living in poverty.

General description:

The Director of Development, Marketing, and Organizational Strategy will manage the fundraising, marketing and growth strategies for the organization. This includes local and national fundraising efforts, developing plans for scaling programs in local communities across the country, and supporting the day to day operations of teams within the organization. The role is key to the long term success of the organization and will report directly to the CEO with whom they will work closely. The position requires detailed organization, experience fundraising and marketing a growing organization, and developing and implementing scale strategies in collaboration with other organizations to achieve a common goal. An ideal candidate will be self motivated, and willing to take calculated risks, while rapidly learning and adapting to successes and failures.

Specific responsibilities:

- Develop and execute on a fundraising strategy to meet and exceed the organization's annual fundraising goals.
- Create marketing and development campaigns to build awareness and share impact with leaders in communities we serve, or plan to serve in the future.
- Improve general operations of the organization relating to specific programs that rely heavily on collaborations with other organizations, suppliers and businesses.
- Collaborate with team members in Baltimore and Denver on specific projects in conjunction with school districts or organizations serving children.
- Develop a long term plan with milestones and metrics for growth over the next 5 years.
- Advise on the identification of, and support the use of, new tools that help the organization manage progress and track growth toward goals.
- Other duties as required by the organization or requested by the CEO

Work experience requirements:

We are looking for someone with significant experience working in high level leadership in both the non-profit and education sectors. This includes experience working with executive leaders and organizational strategy.

- 6 years working in non-profit, educational organization, or related field
- Demonstrated experience leading strategy from design through implementation
- Minimum of 2 years working in a leadership role within an organization
- Minimum of 2 years working in a development position with an organization with a budget over \$1million per year.
- Experience collaborating with multiple organizations working toward a common goal.
- Experience creating marketing campaigns and products

Education requirements:

- Masters degree in education, business, non-profit management or related field
- Bachelor's degree with additional experience than that listed above may be accepted

Other requirements:

- Support warehouse personnel and packing of program materials
- Must be able to lift 25 pounds

Location:

Baltimore, MD (Local travel required)

Some travel may be required nationally to partner sites, or our Denver site

Duration: This is a full time position.

Benefits:

Compensation is commensurate with experience and qualifications.

Comprehensive benefits package included - Health, Dental, Vision, Life and Disability Insurance 401(k) with company match

How to apply:

Email your resume, cover letter, and salary requirement to jarrod@improvinged.org