



**Full Time Position**  
**Vice President, Communications**  
Los Angeles, California

The Campaign for College Opportunity (the Campaign) is seeking a highly experienced, innovative, entrepreneurial Vice President of Communications to support the mission and work of the organization. Reporting to the President, the Vice President will lead activities that strengthen the visibility of the Campaign and the issues the organization addresses by developing and delivering timely strategic communications including but not limited to print, online, and multimedia platforms and by being a strategic thought partner with the research, development, outreach, and policy teams in their messaging.

**The Organization**

The Campaign for College Opportunity is a nonprofit 501(c)(3) broad-based, bipartisan coalition, including business, education, and civil rights leaders, that is dedicated to ensuring all Californians have an equal opportunity to attend and succeed in college to build a vibrant workforce, economy and democracy. Our mission is focused on substantially increasing the number of students attending two- and four-year colleges in the state and who complete their college education. Every day, the Campaign fights to make public policy changes that will help more California students enter and complete college. The Campaign maintains offices in Los Angeles, Sacramento, and Washington D.C.

**Position Summary**

The Vice President of Communications has broad responsibilities for leading the organizations' media and communications efforts. The Vice President of Communications ensures our team is successful by providing the thought leadership and communications skills that compels policymakers, governing board members, campus leaders, advocates, and other partners to action on racial equity in higher education.

The Vice President of Communications shapes the Campaign's overall brand as an unapologetic policy advocacy and research organization committed to racial equity in higher education. They direct a team of four communications professionals and external consultants to execute communications strategies across multiple platforms including but not limited to the Campaign's website, social media channels, publications, fact sheets, videos, keynote speeches, earned media, opinion editorials, slide decks, and marketing collateral.

The position is based in Los Angeles and is temporarily a hybrid of remote/in-office. Some light travel may be required.

**Responsibilities**

The Vice President is an executive-level position within the organization, shaping the overall strategy for communications to create a policy and practice environment where more students can access higher education and graduate.

Reporting directly to the President, the Vice President of Communications leads the communications team directly, while providing regular strategic input to the public affairs, policy and research teams.

More specifically, the Vice President of Communications is responsible for:

### ***Media and Publicity***

Develops and executes sophisticated media campaigns that elevate issues of equity in higher education in California via earned media, opinion editorials, letters to the editor, editorial board engagement, paid media on occasion, etc.

Maintains a deep network of local, state, and national education and political reporters and serves as a go-to California higher education source appearing regularly in news articles, radio, and online platforms.

Creates and reinforces a narrative in the media that is focused on challenging institutional barriers, public policies, and actors that perpetuate racial inequity whether explicitly or implicitly.

Seeks opportunities to publicize the good work of the Campaign and the team via awards, recognitions, and high-visibility speaking engagements.

Serves as a key spokesperson for the Campaign, alongside key members of the Campaign team, with the media and oversees a rapid response process that ensures the Campaign's voice is elevated on timely issues via press statements, letters to the editor, and social media mediums.

### ***Communications Strategy***

Develop compelling, action-oriented communications strategies for research publication releases, events, and policy advocacy campaigns that center racial equity in higher education. Regularly collaborate with research, public affairs, and policy teams to craft messaging for policy advocacy and implementation campaigns.

Responsible for maintaining, growing, and promoting the Campaign's brand in print and online mediums. Ensure written collateral, social media presence, interactions, events, and visual design reinforce the Campaign's brand as an organization unapologetically committed to racial equity and student success. Oversees adherence to the Campaign's brand including following and regularly updating a style guide for graphic design and ensuring all messaging is aligned with the tone and voice of the Campaign.

Ensure cutting-edge, innovative, engaging, and accessible graphic design and data visualization to maximize impact of publications, calls to action, and other communications efforts.

### ***Online Platforms***

Oversees a robust website that serves as the primary online platform for Campaign information and engagement opportunities.

Ensures dynamic online content via social media channels and videos are regularly produced to raise the visibility of the Campaign and motivates stakeholders to action.

Maximizes e-marketing tools and email communications to connect with the Campaign's core audiences and move them to action with compelling content and on-ramps to action.

### **Team Leadership**

Directly manages a communications team comprised of a Director of Strategic Communications, a Senior Communications Manager, a Communications Associate, an Events Manager and consultants. Provides goals, strategy, and timelines to ensure the team can achieve agreed upon outcomes. Creates professional development plans for all team members and regularly communicates performance assessments.

Provide media training, talking points, and background sheets to key staff and external spokespeople who will represent the Campaign positions with the media.

Keeps current on higher education news and advises the Campaign team on breaking news and trends to inform the Campaign's work and strategies.

Engages more broadly in state and community leadership roles, bringing attention to the work of the Campaign and elevating the Campaign brand.

### **The Ideal Candidate**

The ideal candidate will be an experienced communications executive with a track record of moving an advocacy agenda through strategic communications strategies. The candidate will have significant experience working with the media, branding, creating, executing, and evaluating communications plans, and developing innovative and engaging communications strategies. The candidate will be an experienced manager with a track record of growing team members, developing tools to manage workflow, inspiring trust and high performance, and the savviness to provide and receive constructive feedback.

### **Qualifications**

- Be passionate about the Campaign's mission with a strong interest in eliminating racial inequity in higher education through policy advocacy and have some knowledge of the governance and workings of the California Community Colleges, the California State University, and University of California.
- A Master's degree in Public Affairs, Communications, Public Relations, Journalism or related field.
- Minimum eight years of senior leadership experience in communications, public affairs, advocacy, nonprofit or comparable field where the candidate is directly managing a communications team and providing strategy and direction;
- Proven record of applying communications and media strategy to advance a policy agenda;
- Outstanding communication skills, including verbal, written, and design, with a deep knowledge of effective storytelling and reaching across a wide range of audiences;
- Creative thinker and demonstrated ability to bring innovation to organizational brand;
- Demonstrated ability to describe complex issues in simple ways clearly and accurately;
- Impeccable attention to detail;
- Excellent project management skills and ability to delegate and manage multiple projects in a fast-moving, intellectually intense, team-oriented environment;
- Attentive to detail, good judgement, can-do resourceful attitude, must be open to new ideas and be willing to learn, and possess the high integrity of both a leader and a do-er;
- Quick study with flexibility and comfort in ambiguity, open to new ideas and approaches i.e., willingness to experiment and learn;
- Experience with Constant Contact – Email Marketing database or similar platform preferred;
- Experience with Meltwater – Media contact database or similar platform preferred;
- Experience with Buffer- Social Media Scheduler and Tracker database or similar platform;
- Experience copyediting publications that include significant amounts of data;

- Excellent eye for design, typography, color, visual composition and layout;
- Proficiency in Microsoft Word, Excel, PowerPoint with knowledge of Adobe Creative Cloud Suite (InDesign, Illustrator, Photoshop, Acrobat)
- Experience with WordPress, Google Analytics, and social media metrics;
- Experience creating short videos.

### **Vaccination Requirement**

For the safety and wellbeing of our staff, the Campaign requires all employees to be fully vaccinated with COVID-19 vaccines and boosters as a condition of employment.

### **Location**

The Campaign has shifted to a hybrid environment that facilitates both virtual and in-person work, including intentional in-person time for all-staff to connect, build cohesion, and bond. We welcome remote applicants for this position with the understanding that this role will require regular in-person attendance at meetings in our Los Angeles office, as well as participation in some events and meetings in the Los Angeles area as necessary.

### **Compensation**

Annual salary will be commensurate with experience and qualifications no lower than \$110,000 and no higher than \$150,000. The full compensation package for this position, which includes salary plus 100% medical/dental/vision premium insurance coverage for you and your dependents, life insurance, and a generous 401k match of up to 5% is valued between \$130,000 and \$177,000. The Campaign provides three weeks paid vacation, eight days paid sick leave, and 13 paid holidays. The Campaign also provides a paid sabbatical after seven years of service. Annual professional development opportunities as approved by your supervisor are included, as well.

### **Selection Process**

The Campaign for College Opportunity will accept applications for the position beginning August 11, 2023. Interested parties should forward a cover letter and resume indicating "Vice President, Communications" in the subject line by email to: [recruitment@collegecampaign.org](mailto:recruitment@collegecampaign.org)

All applicants should visit our website to learn more about the Campaign at [www.collegecampaign.org](http://www.collegecampaign.org) before submitting a cover letter and resume. All candidates should review our research and publications to understand the work expected for this position. The Campaign for College Opportunity is an equal opportunity employer and encourages applications from qualified persons of every background.

No phone calls please.