



Position: Communications Director

Last Updated: January 4, 2010

Position Summary:

The communications director will lead the creation of a national and global awareness campaign designed to strengthen the financial resources necessary to sustain rapid growth and continuous program improvement. This position will create the key message platform for the organization, as well as, develop and execute the strategies necessary to increase awareness globally. It also offers international travel to buildOn project sites in Africa, Asia and Central America. It's an exciting time at buildOn. We're looking for great people, who believe in our mission, to join our team in "changing lives for good!"

Reports to: Chief Executive Officer

Salary: Open

Type: Full-time - Experienced

Start date: Immediate

Location: HQ is in Stamford, CT. Other offices in San Francisco, Chicago, Detroit, Philadelphia and New York City

Primary Purpose and Function:

- Co-create the Communications function within buildOn, working closely with the CEO, development team and key staff members.
- Create national and global awareness of buildOn's work, reach and impact to:
 - 1) Strengthen financial resources to sustain rapid growth, and
 - 2) Drive increased participation in buildOn's programs nationwide and around the world.

Principal Duties:

- *Planning* – Develop a comprehensive communications plan for buildOn that takes into consideration our multiple audiences and defines metrics for increasing awareness and involvement at the national and global levels. This plan will be reviewed and updated annually and integrated with strategic and business plans.
- *Media Relations* – Design and implement a media relations plan to support the overall communications plan. Develop strong relationships with regional, national and international media. Develop story ideas, media events and write media pitches. Draft and place press releases and media alerts in local and major media markets.
- *Branding* – Help strengthen and grow buildOn into an internationally recognized brand. Provide staff and students with information and inspiration to embrace and embody the brand identity.
- *Web Presence* – Oversee the management and metrics of the buildon.org website. Strategically strengthen and grow social networking presence. Oversee the creation

and maintenance of a buildOn blog that engages alumni, students, donors, key stakeholders, and potential stakeholders. Create and maintain a presence on relevant third-party blogs.

- *Collaboration with Development* – work closely with the Development Team to help increase funding through Web-Based Campaigns, Donor communications, and through Cause Marketing. Some areas of consideration: donor acquisition, donor relationship development, planned giving. Activities of this plan will be executed with active participation of the CEO, Development Team, and the Board.
- *Collateral* – Oversee production of any communications materials, ensuring the content, design, and materials uphold buildOn's mission and brand.
- *Adjunct Services* – Manage and solicit in-kind services relating to media, branding and communications. Work with CEO, COO, Development Team and Board to engage pro-bono services of individuals, Interns or firms to support the buildOn's communications plan.

Education/Experience:

- B.A. in English, marketing, communications, journalism, public relations or equivalent
- Five to seven years experience leading communications or media projects. International experience advantageous.
- Demonstrated experience working in communications for a fast-paced, multifaceted organization
- Excellent writing, editorial expertise and communication skills
- Non-profit work experience preferred

About buildOn:

buildOn is a not-for-profit organization that engages primarily urban youth through after-school programs as well as in their classrooms. buildOn integrates global education presentations into social studies classes and its after-school programs enable students to perform extraordinary community service projects in the U.S. while helping to build schools in developing countries around the world.

buildOn has programs in schools in New York, Connecticut, Michigan, Pennsylvania, Illinois and California. buildOn students in the U.S. have contributed over 548,047 hours of service, working with elders, the homeless and young children in need. 97% of the high school students in the U.S. that buildOn has worked with over the last four years have gone on to college.

Since 1992, buildOn's School Construction Program has overseen the building of 332 schools in rural communities of developing countries around the world. In addition, buildOn provides adult literacy and community development through its Community Education Program.

Contact:

Fax or email a letter of interest, resume, and salary history to:

James Liebertz

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buildOn is an equal opportunity employer committed to providing its employees with a work environment that is both challenging and rewarding. For additional information, please visit our website at www.buildOn.org