



Chief Marketing Officer

BACKGROUND

Connecting innovation and education to dramatically transform the way students learn, [LEAP Innovations](#)® leads the nation in developing and scaling personalized learning practices, technology and innovations in classrooms throughout the US. Located at 1871, Chicago's premier incubator for technology and entrepreneurship, LEAP is quickly making Chicago the national hub for education innovation. LEAP has also launched the country's first personalized learning framework and survey tools to measure practice in and beyond the classroom. Sponsored by major foundations and donors, LEAP currently works with over 70 schools across Chicago, improving the lives of thousands of students. LEAP also leads the Learning Assembly, a national network of organizations dedicated to scaling education innovation across the country. Winner of the 2016 Chicago Innovation Award for social innovation, LEAP Innovations is ready to meaningfully increase our reach and impact, and deploy our thought leadership, services and tools across the country.

POSITION

LEAP Innovations is seeking a highly motivated, creative and collaborative Chief Marketing Officer to lead us into an important position of local, regional and national recognition and thought leadership, and to broaden relationships with existing and new audiences throughout the education and edtech categories. The CMO will be instrumental in creating, strengthening and broadening the brand, as well as helping to create a powerful digital strategy and implementation. The CMO will help us create and execute on a broad integrated marketing plan that includes media relations, social media, creation of online content, and print materials. Our ideal candidate will have a strong track record of creating successful integrated marketing strategies and implementation, delivering strategic and operational success through various campaign elements. Reporting to the CEO, this candidate will head a team of 3-5 people and will have additional responsibility in delivering the overall strategic plans and initiatives of LEAP Innovations.

RESPONSIBILITIES

- Set the vision for consistent communication and marketing of LEAP Innovation's brand throughout various integrated channels.
- Develop and raise the awareness of LEAP Innovations to various targets and audiences.
- Understand and gather important data on demographics and behavioral descriptions of various targets and audiences.
- Lead, support and develop staff.
- Drive ongoing communications, and support all other LEAP project groups in their communication needs.
- Be a clear and inspired presenter to the LEAP team and potential outside audiences.
- Develop and oversee marketing budget.

- Develop and market new products and services as they become market ready.
- Create and oversee strategy and implementation of all media outreach, including traditional, digital, owned and earned media.

EDUCATION AND EXPERIENCE

The ideal candidate should enjoy working in a dynamic, results-oriented environment in which expectations are high for quality, speed to completion and accomplishment. In addition, s/he should have the following:

- Minimum 8 to 10 years of successful brand leadership experience. The ideal candidate will have some communications experience at an association or nonprofit.
- Bachelor's degree in marketing, branding, and/or integrated communications; Master's degree preferred.
- Thorough knowledge of:
 - marketing principles, brand strategy creation and implementation
 - production, technology, data, and traditional and digital media
 - the digital space and its impact on brand awareness and target behavior
- Demonstrated ability to lead and inspire a team.
- Excellent writing, presentation, communication and interpersonal skills.
- Superb analytical and creative problem solving skills.
- Proficiency with Microsoft Office and familiarity with Google Docs.
- Ability to work to deadlines and targets, and prioritize tasks under pressure.
- Ability to be flexible and adapt to changing situations.
- Ability/experience in working in a fast-paced entrepreneurial environment.
- Experience in education and start up culture a plus, but not necessary.

Compensation: Commensurate with experience. Excellent health benefits, 403(b) plan with company match and group life insurance.

Start Date: Position currently available.

Application: To apply, please email your cover letter (including salary requirements), resume and two writing samples. Be prepared to share a portfolio of your work experience (campaign launches, press releases, social media posts, brochures etc.) for the first interview. Email all materials to careers@leapinnovations.org. *Please include the position title in the subject line of your email.* Phone inquiries are not accepted.