



Marketing Project Director

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

The **Marketing Project Director** will be responsible for the development, implementation, and execution of marketing and communications activities for specific programs and business lines, promoting LEAP's vision of personalized learning locally, regionally, and nationally. Reporting to the Chief Marketing Officer, he or she will regularly lead and participate in cross-functional teams to advance the work, and will manage vendors to execute initiatives including digital and print campaigns, publications, and public relations activities/events.

RESPONSIBILITIES

- Proactively create and champion brand strategy and brand building efforts for assigned programs.
- Leverage best-in-class marketing principles to lead planning process.
- Create a holistic marketing plan that accommodates the assigned programs/initiatives, as well as consideration for the portfolio initiatives as a whole.
- Ensure programmatic brand strategy is translated into communications, marketing and materials tactics, working collaboratively with communications support teams internally and with outside agency partners as necessary.
- Actively manage vendors and/or internal teams to ensure marketing strategy, communication strategy and execution are timely and aligned with brand strategy.
- Determine key performance metrics for each marketing initiative, and measure and report performance of marketing activities.
- Monitor industry trends to identify opportunities and key issues.
- Translate user feedback into actionable direction to enhance LEAP's offerings.
- Participate in budget planning for both marketing and brand management.
- Ensure internal and external expenditures are accounted for and on-track based on budgeted numbers.
- Collaborate with portfolio programs to summarize and report out on results, determining placements and messages..

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:

- Bachelor's/Master's degree in marketing or related field.
- 3+ years professional marketing experience, including design of communications and campaigns that engage, inform, and motivate.
- Advanced communication skills.
- Advanced project management skills, and experience leading cross-functional teams.
- Proficiency with Microsoft Office and familiarity with Google Docs.
- Passion for education and improving student outcomes.
- Flexibility and ability to consistently meet deadlines.
- Previous experience in brand management desirable, particularly in complex service industries such as healthcare or education

- Ability/experience working in a fast-paced entrepreneurial environment preferred.

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

Start Date: Position currently available.

Application: Phone inquiries are not accepted. To apply, please email your cover letter and resume (including salary requirements) to Careers@leapinnovations.org. Please include the position name in the subject line of your email.