



An Invitation to apply for the position of
Director of Communications
Collaborative for Academic, Social, and Emotional Learning
Chicago, Illinois
Posting Date: January 2019

The Collaborative for Academic, Social, and Emotional Learning is seeking a Director of Communications to take the reins and spread the word about the important work being done on behalf of children by CASEL, the leading authority in the rapidly expanding field of social and emotional learning.

At CASEL you will work with the champions of the SEL field and will hold a key role in the organization that is working to ensure that education in America focuses on developing the whole child.

This is a newly created, senior-level position in Chicago that will report directly to CASEL's Chief Operating Officer Kitty Rothschild.

As Director of Communications you will be responsible for the organization's external and internal communications and marketing, both strategy and execution. Your brief is to create high-level strategic plans for communicating about new SEL research, tools and events to CASEL's audiences, which include state, district and school leaders as well as philanthropic leaders and other audiences.

You also will oversee the creation and distribution of CASEL's messaging, newsletters, reports, external and internal presentations, events content and marketing collateral. You will develop relationships with reporters and handle media requests; own brand standards; communicate with the board of directors and strategic partners; maintain and update CASEL's websites; own its social media channels; support Congressional briefings and webinars; and manage outside writers and other vendors and consultants. You will directly manage 1-2 full-time staff members.

You will work closely with and support departments across CASEL, including academic research, policy, development, practice and administration. To be effective, you must work well with others and come to this role with a track record of consensus building.

As this is a new role, you will build an infrastructure that communicates and markets CASEL as the gold standard for research and knowledge in the surging field of social and emotional learning. A background in SEL or education is a plus but is not required. However, a deep interest in SEL is a must.

As a senior leader in a fast-paced environment, you should be responsive and deadline-oriented and willing to step it up when needed, such as when a reporter calls outside of regular business hours. Travel to 2-3 out-of-town events per year is possible.

As Director of Communications, you must be a skilled writer and editor in your own right, as you will be writing and editing on a daily basis. You should be able to write not only with the precision required in translating academic research into common language, but also with the sweep and aspirational tone needed in marketing to broader audiences.

Candidates should have at least 10 years of experience in communications, marketing or related fields. A bachelor's degree is required; an advanced degree is a plus.

The Collaborative for Academic, Social, and Emotional Learning is an equal opportunity employer. CASEL evaluates applicants for employment on the basis of qualifications, merit and work-related criteria without regard to race, color, religion, gender, national origin, age, sexual orientation, mental or physical disabilities, pregnancy, medical condition, marital status or any other characteristic protected by law. CASEL employs and values a diverse work environment.

To apply, please submit a cover letter and resume that includes references to recruiter Jane Hirt at janehirt@gmail.com by February 15, 2019. Please include the position title in the subject line of your email, and in your cover letter, mention where you heard of this position.

With nationwide adoption of SEL in our sights, CASEL has the chance to lift generations of children to their full potential. We hope you will join us in this crucial work.