



An Invitation to apply for the position of
Vice President of Communications
Collaborative for Academic, Social, and Emotional Learning
Chicago, Illinois
July 2020

The Collaborative for Academic, Social, and Emotional Learning is seeking a Vice President of Communications to tell the story of CASEL, the leading authority in the rapidly expanding field of social and emotional learning. This position works with the champions of the SEL field, and holds a key role in the organization that is working to ensure equitable education outcomes for every child.

This Executive position reports directly to CASEL's Chief Operating Officer, Kitty Rothschild, and is instrumental to CASEL's strategic, operational, and financial effectiveness.

The Vice President of Communications leads the organization's external and internal communications and marketing, both strategy and execution. The Vice President creates and executes high-level strategies to build the brand of CASEL and the broad adoption of social and emotional learning; leads and manages the Communications team; partners with the Development team on fundraising, and develops processes that create long term sustainability and success for CASEL's initiatives.

The Vice President will:

- Develop and oversee communications strategy, including the creation, distribution, and marketing of CASEL's messaging across multiple channels [ie. journals, papers, newsletters, blogs, presentations, events content, marketing collateral, and more]
- Collaborate with thought leaders at CASEL and in the field to advance SEL
- Collaborate with Development team to create messaging, communication and collateral that support CASEL's fundraising efforts
- Develop and oversee CASEL's brand standards and strategy
- Develop and oversee strategies to promote CASEL's field leadership publications, products and services
- Create and oversee the strategy for social media channels
- Develop and oversee the content strategy for CASEL's websites
- Develop and maintain relationships with reporters and handle media requests
- Hire and manage internal and external writers
- Hire and manage vendors and consultants
- Directly supervise 3-4 full-time staff members

The Vice President works closely with and supports all departments across CASEL, including academic research, policy, development, practice, operations and administration. A proactive collaboration style, a commitment to equity, and a track record of consensus building are a must, as is a deep interest in SEL. A background in SEL or education is a plus but is not required.

The Vice President of Communications must be a skilled writer and editor, with facility in managing the translation of academic language into approachable terms for multiple audiences, and the ability to inspire and market the benefits of SEL to broad audiences. Experience with product design is a plus.

Executives at CASEL are responsive and deadline-oriented. The successful candidate will be a thought leader and an excellent manager of people and teams. Travel to out-of-town events several times per year will be required once travel restrictions are lifted and it is safe.

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 careers@casel.org. Please include the position title in the subject line of your email, and in your cover letter, mention where you heard of this position.