

Director of Communications and Engagement Position Description



Organizational Overview

Denver Preschool Program's (DPP) vision is that every child in Denver enters kindergarten ready to reach their full potential. Our mission is to increase access to quality early childhood education programs for all Denver children in their last year of preschool before kindergarten and, in collaboration with preschool providers across the city, to raise the level of quality preschool programming.

DPP is a nonprofit organization committed to constantly improving the early childhood education system by championing, funding, and increasing access to quality early childhood education opportunities for all of Denver's young learners. Staff work collaboratively on shared goals while also executing in high quality and efficient ways on independent streams of work. We are a small staff with a big impact.

Position Purpose

The Director of Communications and Engagement reports to DPP's Chief Operating Officer and is a critical member of the DPP leadership team. They oversee and implement mission-critical work that identifies and empowers community partners, connects with families of young children, and reaches out to neighborhoods with the highest need and where DPP can make the greatest impact.

The successful Director of Communications and Engagement will be highly organized, have outstanding project management and communication skills, and be extraordinarily skilled in shifting seamlessly between providing strategic counsel and executing detailed, routine daily tasks. Ideal candidates will value the learning environment, manage teams with empathy and flexibility, and create an environment of learning, not perfection. This person must be a team player and eager to work in a fast-paced environment with high expectations for their work, and also know that with these high expectations also comes a healthy work-life balance.

The Director of Communications and Engagement's primary responsibilities are to create an integrated and comprehensive strategic communications and engagement plan and then lead and ensure effective collaboration across multiple facets of communications and outreach implementation. These facets include, but are not limited to: communications strategy; event promotion, coordination and execution; marketing and advertising; public relations; copywriting and content development; provider relations; website maintenance; early childhood education research; and social media strategy and platform management. They will also build connections with DPP's customer service and enrollment teams and create communications strategies specifically geared towards families and preschool providers, and they will manage DPP's partnership efforts to expand preschool capacity in Denver. The Director will be responsible for all reporting related to this engagement and tuition support.

Position Requirements

Due to the nature of this position and its role in supporting the organization's communications and engagement vision, this position will require a combination of in-office work and on-site work at partner locations. The Denver Preschool Program is currently operating on a hybrid work schedule, which allows for flexibility to work from home for a portion of the work week. This position requires reliable transportation and proximity to Denver. This position may also require light lifting of 10-15 lbs. of office supplies and communication materials.

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Job Duties:

Leadership

- *Lead development of communications, marketing, and engagement strategy for the Denver Preschool Program, incorporating the organization's best practices.*
- *Develop, plan, and execute communications, marketing, and outreach initiatives, and manage associated budgets.*
- *Ensure communications are consistent and integrated across the organization, media channels and functional areas, including online, social, print and at in-person events.*
- *Steward the brand and public-facing look and feel of the organization's collateral.*
- *Manage agency partners and lead committees related to specific DPP communication and outreach initiatives.*
- *Coordinate partnerships with key DPP stakeholders, such as DPP's Board of Directors and community partners.*
- *Lead DPP's public awareness campaign that will be needed for reauthorization of DPP.*

Communications and Outreach

- *Oversee the development of comprehensive short- and long-term strategic communications plans for the organization.*
- *Ensure all facets of the DPP communications plan are executed and aligned with the program's mission and vision.*
- *Oversee and implement the DPP social media outreach and strategy.*
- *Coordinate events, including the annual Preschool Showcase, meetings of the Board of Directors Communications Committee, and regular team meetings; identify and coordinate outreach opportunities at trade shows and community events or festivals; and ensure event objectives and participation align with DPP's mission and strategy.*
- *Partner with the programs President and CEO to represent DPP with external constituency groups including community, governmental, and private organizations.*
- *Write, edit and produce various marketing materials including, but not limited to newsletters, annual reports, and press releases.*
- *Develop and manage partnerships and/or sponsorships of large-scale annual events that align with DPP's mission, such as One Book 4 Colorado.*
- *Work with President & CEO and Director of Operations in compiling data to inform DPP's annual report to Mayor and City Council, including information on number of children and early childhood providers participating, quality enhancements, children's academic outcomes and financial audits.*
- *Manage the development of publication of marketing and operations materials.*
- *Oversee the development and management of the DPP communications contracts.*

Information Management

- *With support of the website technical team, oversee and manage website content and updates and assist in structuring overall strategic plan for the website.*
- *Oversee ongoing website maintenance.*
- *Oversee DPP Program Specialist and Office Manager web duties including updates to DPP's provider directory, provider map, and online calendar as well as regular updates to newsletter and provider distribution lists.*
- *Work with the DPP Office Manager and Program Specialist to ensure frequent and accurate updates to key DPP databases. The information will come from all staff and will include provider and partner contact lists, external stakeholder spreadsheets, provider payment and program enrollment files, and major event distribution lists.*
- *Conduct and regularly disseminate to DPP staff research into early childhood education (ECE) initiatives and other universal preschool programs.*
- *Develop reports and presentations.*
- *In tandem with the DPP leadership, locate and compile information, format reports, graphs, tables, records and other sources of information for public consumption.*

Customer Service and Enrollment

- *Understand and build connections with DPP's customer service and enrollment team processes to best support communications tactics specifically geared towards families and preschool providers.*

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Competencies

- **Relationship Builder:** Ability to connect with both families and community leaders, building trusting relationships that include meeting people where they are, providing excellent follow up, demonstrating reliability and creating mutual value.
- **Ability to lead collaborative teams:** Can see the full picture and delegate responsibilities and tasks to best benefit the organization; a motivator and accountability-expert.
- **Communicator:** Excellent written and oral communication skills; high level of emotional intelligence; superb community relations.
- **Planning and organizing:** Strong organizational skills and ability to prioritize time efficiently, handling multiple tasks and projects to meet deadlines on time; superior organizational skills and project management abilities.
- **Problem solver:** Resolves challenges in a timely manner; gathers and analyzes information skillfully to make sound, informed decisions.
- **Tech savvy:** Advanced-level experience in Word, Excel, PowerPoint, spreadsheets, and development of reports.
- **Attention to detail:** Demonstrates accuracy, thoroughness, and attention to detail
- **Adaptable:** Adapts to changes in the work environment; manages competing demands and is able to deal positively with frequent change, delays or unexpected events.
- **Dependable:** Consistent at work; follows instructions; responds to management direction and solicits feedback to improve performance; reliable with a high level of integrity.
- **Independent team member:** Proficient interacting with a wide variety of people; comfortable and efficient working with little supervision; self-motivated with a positive attitude and strong work ethic.
- **Flexible:** Able to work occasional evenings and weekends for events or meetings
- **Experienced:** Experience working in a fast-paced environment. Experience in the early childhood education space is a strong plus; experience organizing, motivating and engaging interested parties through a strategic lens; managing and developing a strategy to connect with the community and enroll eligible families; media planning and public relations.
- **Mission Driven:** Understanding of and commitment to the mission of the Denver Preschool Program.
- **Education:** Bachelor's degree in communications, business administration, non-profit management or 5-7 years equivalent experience as a working communications professional.

Equity Diversity and Inclusion

Denver Preschool Program is actively engaged in the important work of defining approaches to promote and operationalize racial Equity, Diversity and Inclusion Diversity (EDI). We are focused on: (1) creating a supportive, welcoming and equitable environment, (2) encouraging belonging and inclusion via organizational policies and practices; (3) promoting equity, cultivating diversity, and fostering inclusion and (4) supporting the ability to speak openly and authentically about EDI values. We also operate from a [strategic plan](#) that guides us in our service to the Denver Community.

Culture Statement

The DPP team is connected by a powerful purpose– to help Denver's earliest learners enter kindergarten ready to succeed, setting them up for a bright future and addressing barriers contributing to historical inequities.

- We bring our heart, passion, and skills to DPP and collectively build an innovative, inclusive, intentional, and supportive culture.
- We recognize and celebrate that each team member brings unique lived experience, perspectives, and cultural context.
- We care about the impact of our work and we care about each other as human beings.
- We invest in developing each other as professionals and people.
- We build a flexible workplace while maintaining high-quality and professional standards that honor our mission.
- We build trusting relationships and are accountable to each other and to the children, families, and providers we serve.
- We bring child-like curiosity and boldness, warmth and playfulness to our virtual and physical space.
- We are proactive, not reactive, change course when needed, and seek to be at the frontier of supporting the early childhood experiences.
- We are self-reflective and can do hard things. When a door is shut, we find a window.

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- We continuously learn and improve, and we celebrate and acknowledge these strivings and the contributions of the team with deep appreciation.

The statements herein are intended to describe the general nature and level of work being performed and are not to be construed as an exhaustive list of responsibilities, duties, and skills required. Furthermore, they do not establish a contract for employment and are subject to change at the discretion of the Company. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Please submit a letter of interest and resume to hr@dpp.org. Denver Preschool Program will consider applications on an ongoing basis until the position is filled.

This is a full-time, non-exempt position. Compensation is based on experience and pays between \$70,000 - \$95,000. Benefits include health, dental, vision, life and disability insurance, retirement plan, and paid time off.

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