

About America's Promise Alliance

America's Promise Alliance is committed to being a workplace of choice for professionals from all business sectors who are interested in dedicating a portion of their careers to bettering the lives of young Americans.

We are devoted to helping to create the conditions for success for all young people, including the millions currently being left behind. Our work is powered by our belief that all children are capable of learning and thriving, and that every individual, institution and sector shares the responsibility to help young people succeed.

We are the nation's largest partnership of our kind, bringing together hundreds of national nonprofits, businesses, communities, educators and ordinary citizens behind the idea of making the promise of America accessible to all young people.

The Position

America's Promise seeks a strategic entrepreneurial and high energy media relations professional to lead the expansion of its media relations operation as Director of Media Relations. The successful candidate will be a key member of the Communications and Knowledge Management team, and play a lead role in representing America's Promise, its mission and its signature campaign to the broad spectrum of national, regional, local digital and multicultural news media representatives.

The Director, Media Relations will lead a new effort to greatly expand the news media profile of America's Promise, and in particular its signature GradNation campaign to increase high school graduation rates to 90 percent by 2020. The director will both manage national media and build the organization's profile in local markets that are active in the GradNation campaign. The director will build out a broad, strategically-targeted portfolio of productive relationships with key digital media representatives, as well as establish strong relationships with multicultural news media organizations.

Essential duties:

- Enhance the America's Promise brand.
- Develop and execute a plan to expand the America's Promise and GradNation earned media footprint.
- Maintain and enhance relationships with major national media outlets and industry leaders

- Serve as communications counselor to the Chief Executive Officer, the Vice President of Communications and Knowledge Management, leadership team and staff
- Mentor and support the development of staff colleagues
- Manage relationships with relevant external partners

Professional Experience and Skills

The ideal candidate for Director, Media Relations will have a strong track record in media relations, particularly with national nonprofit, political and/or issue campaign experience. S/he must have a command of the national media landscape as well as the workings of local media markets. Digital media savvy is a must. Experience in multicultural media and fluency in Spanish (as well as a strong track record with Spanish language media) are highly desired, though not required.

- Bachelor's degree required; advanced degree welcome.
- Excellent interpersonal skills, collaborative style, ability to engage colleagues at all levels
- Minimum of 8-10 years progressively challenging experience in media relations, including national level media
- Demonstrated experience and leadership in media relations across broadcast, print, digital and multicultural channels, on both national and local levels.
- Demonstrated ability to translate complex materials including research into digestible and powerful communications.
- Ability to meaningfully measure and track media exposure and impact on the work of America's Promise Alliance.
- Exceptional writing and editing skills, with attention to clarity and details, for a variety of materials and audiences.
- Fluency in Spanish highly desired.

How to Apply

Please submit a resume and a letter detailing your interest in the position to: careers@americaspromise.org. Please include salary history.

America's Promise Alliance actively seeks and welcomes diversity of all types on the America's Promise Team, and are committed to an inclusive environment that allows all team members to thrive.

While we sincerely appreciate all applications, only those candidates selected for interview will be contacted.

