



# National Alliance for Partnerships in Equity Education Foundation

## Contract Opportunity Marketing Consultant

### Who we are

The National Alliance for Partnerships in Equity (NAPE, <https://napequity.org>) is a consortium of state and local agencies, corporations, and national organizations committed to advance equity and diversity in classrooms and workplaces. Founded in 1990, the 501(c)(6) organization includes 39 member states and more than 300 local and community institution and organization affiliate members, plus individual members. The NAPE Foundation founded in 2002 is a 501(c)(3). NAPE and the Foundation share the belief that every student deserves an education that prepares them to earn a living wage. We provide equity thought leadership and build capacity to transform education and workforce systems with our four areas of focus: Public Policy and Advocacy, Professional Development, Technical Assistance, and Research and Evaluation. We strive to achieve our mission to build educators' capacity to implement effective solutions for increasing student access, educational equity, and workforce diversity.

### Consultant Responsibilities

We are looking for a Marketing Consultant to develop, implement and manage marketing and communications strategies to meet organizational project-based objectives. You will manage and execute external communication and ensure consistency with brand standards, tone, and language for several different projects and initiatives under a one-year contract.

Most of our team members and consultants work virtually across the continental United States.

Your responsibilities will be to:

- Execute the marketing/communication strategy in support of organizational goals and objectives.
- Develop project-specific strategies for NAPE programs and projects.
- Cultivate NAPE's brand and identity.
- Understand and clearly articulate NAPE's value proposition, services and project delivery methods.
- Prepare marketing and communication project budgets.
- Evaluate marketing strategy success and recommend improvements.
- Anticipate issues that could impact the organization's business or reputation and maintain effective communication and crisis management processes.
- Develop NAPE's corporate social media strategy for specific projects and activities to increase engagement and ensure social media presence aligns with brand and organization goals.

## Consultant Skills

Ideally, the consultant is a self-starter who is

- confident working independently,
- an equity advocate, passionate about transforming educational systems to serve marginalized student groups; and
- unwavering in their commitment to equity – with a strong understanding of how the intersections of gender, race, ethnicity, language, sexual orientation and gender identity, socioeconomic status, and ability impact communications and marketing strategies.

Minority and women-owned businesses, and bilingual or multilingual consultants are strongly encouraged to apply.

## Consultant Requirements

- 3+ years of experience in a generalist marketing/communication role and experience providing marketing consulting services
- Strong grasp of communication fundamentals including demonstrated experience maintaining and executing marketing/communication strategy and tactics
- Advanced user of Microsoft Office Suite
- Knowledge of social media platforms and strategies
- Budget management experience
- Ability to manage multiple projects simultaneously
- Education, non-profit and/or technology industry experience preferred
- Dallas/Fort Worth or Austin, Texas location preferred

To Apply

Submit the following items, combined into a single PDF file, to:

Ben Williams, PhD, CEO at [hire@napequity.org](mailto:hire@napequity.org).

1. **Letter of interest** that includes a summary of qualifications related to the responsibilities, desirable background, and skills.

2. Consulting **Resume**

3. **Portfolio** of professional work.

4. **Three professional references** knowledgeable about your qualifications in the listed responsibilities, including ONE client.

5. **Contact information:** Mailing address, email address, and phone number.

Incomplete applications will not be considered, and **attention to detail** will be a major factor in the evaluation of applications.

**Deadline for applications:** *TBD*, or until the position is filled.

**Start date:** Immediately upon hiring

Equal Opportunity Employer

The National Alliance for Partnerships in Equity Education Foundation is an equal opportunity employer. It does not discriminate in its employment or other practices against persons on the basis of gender, race, ethnicity, national origin, sexual orientation, age, disability or status as a disabled military action veteran.

*Persons from those groups protected by federal and/or state or local nondiscrimination statutes are strongly encouraged to apply.*