



Position Description: Director of External Engagement

Job Title:	Director of External Engagement
Reports to:	Executive Director
Employment Type:	Full-Time, Senior Staff
Application Deadline:	MCAN will begin reviewing applications on May 1 st ; position open until filled
Start Date:	Fall 2018 (flexible)

About the Michigan College Access Network:

Established in 2010, the Michigan College Access Network (MCAN) is a statewide nonprofit intermediary organization that mobilizes state and local leaders to increase college readiness, enrollment, and completion rates. Our efforts are oriented toward achieving the ambitious goal of increasing Michigan's postsecondary educational attainment rate to 60% by 2025.

MCAN's mission is to increase Michigan's college readiness, enrollment, and completion rates, particularly among low-income students, first generation college-going students, and students of color. MCAN aims to fulfill its mission through advocacy, capacity building, convening, dissemination of research and data, development of partnerships, and investment.

As per our recently adopted [strategic plan](#), MCAN will focus its work on the following priorities:

- Foster a college-going culture
- Identify multiple postsecondary education pathways and facilitate smooth transitions
- Improve college affordability
- Support credential completion

For more information, visit www.micollegeaccess.org.

Position Description Summary

Reporting to the Executive Director, and serving as an integral member of the senior management team, the Director of External Engagement (Director) will contribute to the success of the organization in several areas. Specifically, the Director will provide leadership in the following arenas:

External Relations

- Act as a key outward-facing ambassador of the organization at public events, conferences, meetings, etc. Represent MCAN on various committees as needed.
- Serve as a liaison to key state and national partner organizations, including current partners and potential new ones.
- Cultivate MCAN's membership base, with particular attention to increasing engagement of large corporations.
- Provide support to members by providing resources, technical assistance, and other supports as needed.

Communication

- Serve as the primary liaison to media and communications consultants.
- Develop and lead the organization's communication strategy, including public and media relations, brand management, and social media.
- Broaden awareness of MCAN, its programs, and its priorities; increase visibility of the organization across key stakeholder audiences, particularly among state-level organizations.
- Work with staff to recognize external communication opportunities and solutions, and execute appropriate strategies to support them.
- Oversee development of MCAN print communications including the annual report and other collateral materials in close partnership with MCAN's communication consultant.

Policy & Advocacy

- Under the leadership of the Executive Director, manage the organization's policy and advocacy strategy.
- Monitor and analyze relevant legislative activity on the state and national level.
- Craft compelling written content including fact sheets, policy briefs, and position statements related to relevant policy issues.
- Provide staffing support to the Michigan Higher Education Attainment Roundtable (MI HEART).
- Assist [Local College Access Networks](#) in the development and/or improvement of local policy strategies.

Organizational Responsibilities

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- Manage the *External Engagement* Department, including supervising the External Engagement Program Assistant. Establish and monitor staff performance and development goals, assign tasks, establish priorities, and conduct annual performance reviews.
- Manage the contracts of relevant consultants and vendors.
- Oversee the department budget in consultation with the Executive Director and Staff Accountant.
- Support the organization in reaching its equity and inclusion goals. Guide and monitor our strategy by advising MCAN staff and board members on emerging practices and interventions. Collaborate with MCAN staff to craft programs designed to close gaps, specifically among low-income students and students of color.
- Update, maintain, and publish statewide [data dashboard](#).
- Provide coaching to LCANs in at least one *Collective Impact* condition (as described in the [Charting the Course](#) handbook) and serve as a program officer to a regional subset of LCANs, as determined by the Executive Director. Provide technical assistance related to equity and inclusion to LCANs.
- Organize and oversee conference sponsorship solicitation.
- Fulfill specified strategic plan goals related to engagement with large employers and workforce development agencies.
- Serve on MCAN's grant review team. Independently read and score various grant applications and participate in team meetings to review and determine the status of grant proposals.
- Engage in other related duties as assigned to advance the organization's mission.

Education, Experience, and Qualifications

The Director must have:

- A Bachelor's degree in communication, public policy, education administration, nonprofit management, or a related field. An advanced degree is preferred.
- A minimum of seven years of experience in a nonprofit or education setting. Experience in a college access organization and/or an intermediary organization is highly preferred.
- A working knowledge of the college access and success field.
- Demonstrated skill and comfort with the areas of responsibility listed above.
- Extensive background in written communication and public speaking.
- Excellent problem solving skills.
- Strong interpersonal skills and the ability to effectively interface with staff, funders, partners, and MCAN's Board of Directors.
- An ability to operate as an effective tactical as well as strategic thinker.
- Supervisory and management experience.

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- A comfort with various modes of technology.
- A valid in-state driver's license for local and statewide travel.
- A passion for MCAN's mission, goal, and priorities.

The Director must also:

- Prioritize and value high performance, commitment to quality, and continuous improvement.
- Desire to work in a fast-paced, high-octane, team-oriented organization.
- Consistently promote and contribute to MCAN's organizational workplace culture, documented [here](#).
- Be self-reliant, energetic, flexible, collaborative, and proactive.

Compensation

The compensation for the position will be commensurate with experience. This position is full-time and is eligible for MCAN's full benefits package including health, dental, vision, life, and disability insurance, retirement benefits, professional development, generous paid time off, and paid holidays.

To Apply:

MCAN values different ideas and perspectives that can only come from having a diverse workforce.

For questions related to this position, please email Vicky Wright, Operations Manager, at vicky@micollegeaccess.org.

To apply, please submit résumé and cover letter to hr@micollegeaccess.org. We encourage you to apply by April 30, 2018.