



Job Description: Manager of Digital Communications

Organizational Overview

The Mind Trust is an Indianapolis-based education nonprofit that works to build a system of schools that gives every student in Indianapolis, no exceptions, access to a high-quality education. The Mind Trust does this by building a supportive environment for schools through policy and community engagement; empowering talented, diverse educators to launch new schools; and providing existing schools with the support they need to hire world-class talent and achieve excellence. Since 2006, The Mind Trust has supported the launch of 45 schools and 15 education nonprofit organizations and has helped place more than 1,750 teachers and school leaders in Indianapolis classrooms. More information can be found at themindtrust.org.

About The Mind Trust

We are a high-impact, fast-paced organization that emphasizes a results-oriented culture. Our team is highly collaborative and we take pride in offering a flexible work environment. The Mind Trust is committed to diversity, equity, and inclusion (DEI) in all we do to ensure present and future educational success for all students in Indianapolis. Upholding these principles is critical for our staff, Fellows, community stakeholders, and partners to spark radical systemic change. We recognize the past and continued existence of institutional racism, discrimination, privilege, and oppression in our education system and society at-large, in particular its adverse effects on our students of color.

The Mind Trust's Talent Philosophy

At The Mind Trust, **values- and mission-aligned, high-capacity** team members **collaborate** and **innovate** to achieve transformative education outcomes. We cultivate a **diverse and inclusive culture** where team members bring their **whole selves** to work and where we demonstrate **care for one another**. We are **self-driven leaders** who operate with a high degree of **autonomy**. We invest in **development**, encouraging and expecting **continuous reflection, learning, and growth**—all driven by a strong sense of **innovation** and **curiosity**.

Position Overview

The Manager of Digital Communications will be mission-focused and committed to advancing The Mind Trust's communication efforts and strategy as part of the Engaged Communities team.

Reporting to the Director of Communications, the Manager of Digital Communications will be the organization's main graphic designer, responsible for working collaboratively with the team to plan and design graphics for a variety of events, programs, and initiatives. The Manager will also be responsible for maintaining The Mind Trust's Facebook, Twitter, Instagram, and LinkedIn pages.

To be successful, the Manager should: have strong graphic design skills, experience creating and planning engaging social media content and strategies, be an independent, self-motivated, strategic, and operational thinker; demonstrate strong written and verbal communication skills; possess exceptional attention to detail and a high bar for quality; be able to organize, prioritize, and direct a large volume of projects and tasks; seek solutions as an active problem solver; and eagerly partner with all colleagues to collaboratively extend The Mind Trust's impact.

Position Responsibilities

Graphic design

- With the Director of Communications, work with The Mind Trust's functional teams to understand and plan for graphic design needs
- Create images that align with the brand standards of The Mind Trust
- Supports with taking or sourcing high-quality photographs to use in graphic design projects
- Designs flyers, graphics, advertisements, mailed pieces, and other images that help promote events, programs, and initiatives of The Mind Trust
- Produces data visualizations, maps, and other illustrations as needed

Social media

- Maintain content calendar for The Mind Trust's Facebook, Twitter, Instagram, and LinkedIn
- Create social media toolkits for selected programs and events

Miscellaneous

- Support with graphic design needs for The Mind Trust's website and affiliated websites
- Provide staff support for The Mind Trust-related events and initiatives
- Design and distribute branded powerpoints for internal use as needed
- Other duties as assigned

Position Qualifications

- 3-5 years of experience with graphic design software, with strong proficiency in Adobe Creative Suite
- Experience creating content for specific audiences on multiple social media platforms

- Strong writing skills for a wide variety of mediums and audiences, and ability to select correct tone for a variety of projects
- Strong editing skills with attention to grammar, brand consistency, and clarity
- Ability to communicate effectively with a wide range of stakeholders, including educators, TMT staff and supporters, families, and community members
- Ability to manage multiple projects at once and communicate effectively with coordinating teams

Compensation

The Mind Trust offers competitive compensation commensurate with experience and a comprehensive benefits package including medical, dental and vision insurance, a 403(b) retirement plan including employer match and paid time off. The Mind Trust is an Equal Opportunity Employer.

To Apply

Interested candidates should send a resume and cover letter by September 16 to Kateri Whitley, Director of Communications at kwhitley@themindtrust.org.

To learn more about The Mind Trust, visit themindtrust.org.