

HEAD OF BRAND POSITION ANNOUNCEMENT

JOB DESCRIPTION

STATUS: Full time

SUPERVISOR: Chief Strategy & Growth Officer

DIRECT REPORTS: 3

LOCATION: Remote

TRAVEL REQUIREMENTS: Periodic statewide travel

Guided by our renewed mission *to design transformational leadership development experiences for school success and community thriving*, GLISI is stepping boldly into its 25th year as a nonprofit organization dedicated to realizing a future where leaders work together and communities flourish.

We're seeking an experienced and creative Head of Brand to bring that vision to life, ensuring our story, design, and communications are coherent, inspiring, and powerfully aligned with our impact and growth goals. In this role, you will shape how prospective and long-time partners, donors, and champions and the broader ecosystem experience GLISI by guiding translation of what we are learning from the field into insights and stories that inspire action.

Reporting to the Chief Strategy & Growth Officer, you'll thrive here if you're energized by collaboration, storytelling, and systems-level impact, and if leading a team to explore this question excites you: "How might we communicate who we are and what we're learning in ways that deepen trust, expand our reach, and advance our mission?"

WHAT YOU'LL DO

Brand, Storytelling & Communications

- Shape and champion GLISI's brand narrative, visual identity, and voice across all channels
- Oversee creation of powerful content (e.g. reports, digital campaigns, impact stories, sales materials) that bring GLISI's mission and impact to life
- Guide translation of learning and service impact into compelling stories that connect with diverse audiences and generate shared pride in GLISI's mission
- Ensure all content reflects GLISI's vision, values, and evolving strategy

Strategic Partnerships & Growth

- Partner with the Chief Strategy & Growth Officer to define brand messaging strategies that strengthen positioning, philanthropic opportunities, and partnership expansion (e.g. development of partnership proposals)
- Ensure seamless transition from new partner activation efforts (e.g. prospecting, proposal development, and contract closure) to partnership launch (e.g. service design and delivery)
- Conduct market research and needs analyses to inform tailored offerings for K-12 leaders and school systems
- Collaborate with the Leadership Development Team to support alignment of services to partner needs, GLISI's strategic priorities, and broader market conditions
- Elevate GLISI's visibility among education and civic leaders

Learning, Insight, and Innovation

- Establish shared learning systems that help GLISI connect what we are learning externally to inform key initiatives and identify innovation opportunities
- Integrate marketing, development, and impact data into clear, actionable stories and opportunities for organizational learning
- Promote systems thinking, curiosity, and strategic agility across teams, reinforcing a culture of learning and innovation
- Make meaning from diverse inputs (e.g. partner feedback, market data, and field learning) to distill clarity from complexity and inform organizational strategy

Team Leadership

- Lead and support a team of three directors across Marketing, Development, and Impact
- Model shared leadership that centers partnership, creativity, and aligned execution
- Support cohesion and alignment across teams to ensure cohesive storytelling and to optimize shared learning
- Develop and manage integrated communications calendars and campaign plans that align cross-functional priorities and ensure timely, high-quality delivery

WHO YOU ARE

You are a values-driven leader who:

- Brings a spirit of creativity and curiosity, and a passion for translating ideas into meaningful action
- Listens deeply, learns continuously, and operates with humility and optimism
- Believes in shared leadership and celebrates others' success
- Empowers others and tailors feedback and support to individual needs
- Thrives in fast-paced, dynamic and adaptive work environments and helps others do the same

WHAT YOU BRING

- Deep expertise and proven track record of leading communications, marketing, or brand initiatives that elevate mission-driven organizations
- A belief in the power of leadership and learning to transform communities
- Experience working in or alongside K–12 public education systems, ideally with district or school leadership teams
- Strong storytelling, writing, visual brand strategic thinking skills
- Keen visual sensibility and experience translating mission and strategy into cohesive design direction and visual storytelling
- Strong planning and organizational skills with the ability to connect high-level strategic priorities to on-the-ground action
- Experience leading a team and managing initiatives in a distributed work environment
- Comfort navigating complexity and adapting readily to change

WHAT WE OFFER

- Flexible and good humored in a deadline-driven, results-oriented culture
- Competitive salary commensurate with experience
- 401(k) plan with company matching
- Medical, dental, and vision insurance
- Life insurance
- Short-term disability insurance
- Long-term disability insurance
- PTO & paid holidays
- Flexible work hours
- Growth potential within the role
- [Cool colleagues](#) who balance focus with fun

HOW YOU APPLY

If you're ready to join a hardworking nonprofit organization dedicated to bringing about more equitable outcomes for students, please submit an application at <https://glisi.org/opportunities/job-application/>.