



POSITION DESCRIPTION

POSITION: Chief of Impact and Engagement	DEPARTMENT: Impact & Engagement
REPORTS TO: Deputy Executive Director	WORK LOCATION: Arlington, VA
EMPLOYMENT STATUS: Regular, Full Time	

Child Care Aware® of America is our nation's leading voice for child care. We work with more than 400 state and local Child Care Resource and Referral agencies to ensure that families in every community have access to quality, affordable child care.

SUMMARY OF POSITION:

The Chief of Impact and Engagement will oversee Brand, Development and Partnership strategy for the organization. The Chief of Impact and Engagement will lead the organization's mission-driven strategic direction internally and externally by partnering with other Chiefs to formalize the Brand and Development process with an emphasis on gaining new corporate clients, develop synergies across the organization and establish greater transparency for staff carrying out CCAoA's strategy. Specific areas of expert focus include brand and development strategic foresight, facilitation of organizational business and brand growth plans, and implementation of processes to target customers. Partnership with, and oversight of, business lines and products is a core component of this position.

Position Duties and Responsibilities:

- Responsible for creation and execution of CCAoA's brand image, experience, and promise.
- Create brand awareness and lead business development initiatives for the organization, including attracting new customers, developing proposals for foundation grants and contracts, and identifying fundraising and sponsorship opportunities.
- Facilitate business growth by working together with internal product owners and department leadership (policy, parent and provider services, technology, and membership, etc.).
- In partnership with all departments, facilitate business growth and lead implementation of brand strategy across all initiatives under our strategic plan.
- Supervise the development staff to build, support, and maintain a substantive fund development plan aligned with our strategic direction, in partnership with the development team.
- Promote knowledge sharing throughout the organization by strengthening links and improving integration among departments in the organization to improve business development synergy and growth.



- Develop and promote collaborative tools to facilitate sharing of ideas and work among internal teams and external partners.
- Supervisory responsibilities of key staff with oversight of marketing, communications, partnerships and events at CCAoA.

Qualifications:

- Minimum of a MBA or MS degree in communications, marketing and brand management.
- 15 years' experience in the management of business/product lines, Brand, Communication & Marketing, and/or programs in the field of early learning/ child care or a related field.
- Experience managing complex public and private budgets and projects funded through blended funding.

Knowledge, Skills and Abilities:

- Strong leader with the ability to work independently as well as in a team structure.
- Collaboratively and creatively supports the work efforts of colleagues at all levels and in all areas of the organization.
- Executive-level influencing skills with the ability to get consensus and collaboration across many business units/departments and communicate with all levels of management and staff while establishing straightforward, productive relationships.
- Excellent presentation and writing skills with proven ability to communicate with diverse audiences.
- Results oriented with excellent program management skills; balances "analysis" with "doing"
- Ability to manage multiple tasks and be flexible.
- Ability to execute immediate plans, be agile in making strategically aligned decisions, and plan for long-term sustainability.
- Ability for limited travel (up to 20%).

Please [click here](#) for more information about this and other opportunities within our organization.

Want to learn more about Child Care Aware of America? [Click Here](#).