



www.MilesAheadCharter.org

Board Member Role Description - Marketing/PR

Miles Ahead Charter School (MACS) is a tuition-free, public K-3 school that will be opening in Fall 2022 in the South Cobb County area of Metro Atlanta. MACS' mission is to provide all students with the social and academic achievements needed to help them realize their potential for local and global impact. MACS is looking to add the expertise of a Marketing/PR professional on its governing board.

Goal of Marketing/PR Focused Board Member: Curate and lead the vision of brand awareness and enrollment drive for MACS, introducing families and community members to the school and drive enrollment numbers over fulfillment goals.

Responsibilities:

- Curate and lead strategy on brand awareness and enrollment drive campaigns
- Create a marketing/PR plan to drive brand awareness and increase school enrollment prior to opening
- Oversee marketing/PR campaigns executed by approved vendors, Board Members and/or volunteers
- Review vendor proposal and make recommendations on services based on industry knowledge and standards for public charter schools
- Partner with Community Engagement committee to support their efforts with marketing/PR strategies as needed
- Create and lead social media engagement plan over multiple channels, including but not limited to Facebook, Twitter, and Instagram.

Areas of Experience:

- Marketing/PR, plus if for a non-profit or K-12 school
- Familiarity with campaign planning and implementation
- Industry Knowledge (marketing, branding, PR)

- Network of Industry Partners and Vendors
- Strategic planning
- Strong facilitation skills
- Community engagement
- Previous governance experience
- Policy development
- Serving English language learners, gifted/talented and special education communities

Ideal Board Candidate:

- Commits to the annual “give or get” campaign set by Board.
- Passionate about and aligned with the mission and vision of MACS.
- Committed to being an advocate for the entire student population of MACS.
- Dedicated to expanding the range of high-quality public schools in Georgia.
- Advocates for MACS to the local community, regional philanthropists and/ or the business sector.
- Willing to dedicate time to support the growth and development of MACS.
- Enjoys and works well with collaborative groups.
- Experience leading or serving on high-performing organizations or teams.
- Has strong interpersonal skills.
- Able to maintain a level of objectivity and a sense of humor.
- Attend monthly board meetings (2 hours on a designated Saturday) as well as attend monthly assigned committee meetings (1 hour per month)
- **Total Time Commitment:** 5-10 hours per month (including meetings and assigned tasks)
- **ALL BOARD MEMBERS MUST RESIDE IN GEORGIA**

Interested in serving on the MACS Board of Directors?

Reach out to Board Chair, **Aarica Smith** at MilesAheadBoard@gmail.com or **Kolt Bloxson** at infoformilesahead@gmail.com detailing the following in your email:

1. Little about yourself
2. Why you are interested in serving with Miles Ahead
3. Details of your experience and capacity you would like to serve

We will be in contact with you to schedule a call to learn more about your interest.