Head of Business Development and Communications | Job Description

About Scratch
Scratch is a creative programming language and the world's largest online coding community for children and teens. Children around the world use Scratch and ScratchJr to create their own interactive games, stories, and animations – and share their creations with one another. In the process, they learn to think creatively, reason systematically, and work collaboratively. In 2022, more than 33+ million young people around the world created projects with Scratch.

The Scratch Foundation
Since its creation at the MIT Media Lab in 2007, Scratch use has grown dramatically and, as a result, the Scratch Foundation is currently undergoing a sea change. With more than 100 million users that have created more than a billion projects, the Scratch online coding community is growing at a rate of 13% annually. Scratch has become a trusted and beloved brand for schools and for families, in the U.S. and around the world. The unprecedented growth has shifted our priorities and we are currently undertaking a re-engineering effort to improve cost-effectiveness and child safety, and our ability to continue to scale, and we are developing a plan to diversify and grow earned revenue streams to ensure the sustainability of the organization for the future.

Position Overview
The Head of Business Development and Communications is a new position that will play a pivotal role in advancing the organization's mission by leading the Foundation's strategy to grow and build earned revenue, while continuing to exemplify Scratch's commitment to free and open access, with no advertising to children. This individual will lead initiatives to build sustainable financial models and the teams that support them. An important component of this work will be developing a comprehensive communications plan which will enable the global Scratch community to understand and embrace the changes the Foundation is making. This key leadership position will require a strategic thinker, relationship builder, and results-oriented professional who can drive revenue growth and strengthen the Foundation's financial sustainability. This position reports to the President & CEO, and will serve on and work closely with the organization's Leadership Team.

Responsibilities

1. Strategic Leadership. Participate in developing and executing a comprehensive business development strategy to identify, evaluate, and capitalize on new revenue-generating opportunities.

2. Financial Model Innovation. In collaboration with the Director of Finance, design sustainable financial models that align with Scratch's mission and values, ensuring that the essential services remain accessible to the global community while developing monetization strategies for value-added services.

3. Market Analysis & Opportunity Identification. In collaboration with external consultants, oversee market research to understand the educational technology landscape and identify potential business opportunities and partnerships. Lead the marketing and communication efforts to position Scratch as a premier educational platform.

4. Stakeholder Engagement. Engage with a broad range of stakeholders, including educators, parents, donors, partners, and the global Scratch community, to foster support for new business initiatives.

5. Communication Strategy. Oversee the creation and implementation of a communication plan to effectively convey the Foundation's changes and new offerings to the Scratch community, ensuring clarity, transparency, and alignment with user expectations.

6. Team Management and Leadership. Build, lead, and support a dynamic team responsible for marketing, communications, and business development initiatives, and manage and work with marketing and communications consultants and vendors.

7. Performance Metrics. Establish clear metrics for business development activities and revenue targets and report on progress to the President & CEO and Board of Directors. Adjust strategies in response to analytical data and changing market conditions.

8. Brand Management. Ensure that all business development and marketing activities reflect the Scratch brand's values and mission, enhancing its reputation as a leader in educational technology. Manage trademark infringement tracking and notification workflows.

Qualifications

- Bachelor's degree in business, marketing, or a related field required; MBA or equivalent graduate degree highly preferred.
- At least 10 years of progressive leadership experience in business development and marketing, with a proven track record in the non-profit or educational technology sector.
- Demonstrated ability to conceptualize and implement strategic business plans that align with organizational goals and mission.
- Exceptional verbal and written communication abilities, with the ability to articulate complex strategies to a diverse audience.
- Strong analytical skills with the ability to make data-driven decisions and adapt strategies to evolving educational and technological landscapes.
- Proven experience in building, leading, and motivating successful teams, with an inclusive leadership style that encourages diversity and collaboration.
- Solid understanding of financial strategies and models within the nonprofit sector, and the ability to manage budgets and forecasts.
- Strong networking abilities and a track record of building effective partnerships and strategic alliances.
- A creative mindset with the ability to innovate and drive new business opportunities in line with the Foundation's mission.
- Familiarity with the latest trends in educational technology and the digital landscape is essential.

This position pays between $200,000 - $225,000 and is a remote position that is based in New York City. To apply, please visit https://tinyurl.com/scratchcareers.

The Scratch Foundation is an equal opportunity employer. Scratch welcomes people of all ages, races, ethnicities, religions, abilities, sexual orientations, and gender identities. We especially encourage historically marginalized identities to apply.