
Transforming Science Education through Research-Driven Innovation

Director of Marketing

BSCS Science Learning has a strong track record of supporting schools, districts, and state departments of education through planning and implementation of professional learning, leadership development, and other capacity-building activities. As part of a new strategic initiative to increase our impact, we are in the process of growing our professional services to better meet the needs for improved science education nationwide. In order to meet this need, we are looking for a marketing professional with deep expertise in K-12 education to lead us through the process of establishing marketing and sales infrastructure for our professional services.

About BSCS Science Learning

BSCS is an independent nonprofit that has been at the leading edge of efforts to improve science education in the US for over 65 years. We are working toward a vision of society in which every person enters adulthood prepared to use science to build a better future for themselves and their communities. In pursuit of our vision, BSCS engages in research, development, and implementation in three areas: resources to support teaching and learning, professional learning for educators, and capacity-building in educational systems. Our research-driven innovation has already brought student-centered inquiry learning to thousands of science classrooms and millions of students across the US, but we will continue to work tirelessly to bring our vision to life for all young people.

Responsibilities and Essential Duties

In recent years, BSCS has played a central role in the development of high-quality instructional materials for science. These include the OpenSciEd programs for middle and high school, and *BSCS Biology: Understanding for Life*. All three have received top ratings from EdReports and other third-party reviewers. Following the release of these programs, we have responded to demand from districts and states for support for implementation by developing professional learning programs for teachers, and coaching and capacity-building programs for administrators and other leaders. We have provided these services in enough locations to have confidence in them. We are now ready to take the next step of establishing a marketing and sales infrastructure for these professional services. The Director of Marketing will work with the Executive Director and the directors of three program areas—Teacher Learning, Leadership Development and Capacity-Building, and Equitable Impact—to build this infrastructure and oversee it.

We anticipate that we will implement two primary pathways to sales. One will be through broad marketing that results in sales leads. The other will be through open requests for proposals. The initial responsibilities of the Director of Marketing will be to establish strategies and resources to enable BSCS to engage successfully in both pathways. These responsibilities will include:

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- Developing a complete understanding of BSCS's approaches to teacher professional learning, leadership development, and capacity-building; the expertise of our staff; and our current professional service offerings.
- Working with BSCS leadership to determine the scale and geographic distribution of the market for our services.
- Working with BSCS leadership to define service offerings that meet the educational needs and budgetary constraints of our audience.
- Developing strategies to effectively market and sell these services to schools, districts, states, and other educational agencies (e.g., charter networks, regional service centers).
- Creating marketing and sales materials for our audience that effectively connect the strengths of our programs to the felt needs of our audience.
- Developing and implementing strategies to build awareness in the marketplace of BSCS and its professional service offerings.
- Establishing a system for identifying requests for proposals (RFPs) that BSCS can meet with our offerings and respond to them effectively and efficiently.
- Setting up a lead and pipeline tracking system appropriate for the scope and scale of BSCS's potential market.
- Educating and overseeing the BSCS personnel who will participate in marketing and sales.
- Contributing to development and implementation of BSCS's broader communications and branding strategies.

Over the long term, the Director of Marketing will be responsible for refining our offerings in response to demand, maintaining the effectiveness of our marketing and sales efforts, and identifying new opportunities.

Expertise and Experience

The position requires:

- 8 + years of relevant experience, including a track record of success in:
 - Marketing products or services to K-12 schools, districts, or other education agencies;
 - Developing and leading a comprehensive marketing program;
 - Creating print and digital materials for marketing and sales;
 - Managing others;
 - Providing coaching and mentoring to build capacity in colleagues;
 - Developing and managing timelines and budgets.
 - Deep knowledge of:
 - K-12 education sector, including purchasing pathways for schools, districts, and state departments
 - Supporting improvement in educational settings
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- Strong project management skills
- Entrepreneurial drive and hands-on spirit to deliver results.
- Commitment to BSCS's mission, vision, and values.

The successful candidate will have some of the following:

- A track record of success in writing responses to Requests for Proposals for educational products or services;
- Experience providing professional learning experiences to teachers, serving as an instructional coach, or supporting leadership development;
- Understanding of analytics and ability to draw conclusions to increase impact;
- Experience as a K-12 teacher or administrator;
- Background in science or science education.

Essential Qualities

The Director of Marketing must be a strategic thinker, who is able to manage effectively without losing the big picture. To function effectively in this position, the Director of Marketing will also need to be internally motivated, collaborative, supportive, inclusive, and flexible.

The position requires the following additional qualities:

- Strong analytical and problem-solving skills;
- Flexibility and creativity in the face of challenges
- Excellent attention to details;
- Exceptional written and oral communication skills, including creation and delivery of presentations;
- Excellent interpersonal, facilitation, and negotiating skills;
- Extraordinary organizational skills;
- Excellent time management skills with a proven ability to meet deadlines and prioritize.

Additional Information about the Position

The full-time, annual salary range for this position is \$120-135,000, depending on experience and qualifications.

This position requires travel and public speaking.

Either local or remote work arrangements are possible for this position. Reimbursement of moving expenses is available for an individual who chooses to relocate to the Colorado Springs region.

BSCS as a Workplace



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BSCS offers competitive compensation and a generous package of benefits, as well as a flexible and inclusive work environment, with a strong commitment to the professional growth of

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all staff. Our benefits for full-time staff include 30 days a year of paid time off, medical, dental, life and long-term disability insurance, and a generous retirement plan.

As a nonprofit research and development organization, BSCS's work is funded through a combination of government and foundation grants, service contracts from school districts and other education-focused institutions, licensing revenue, and charitable donations.

BSCS's offices are in Colorado Springs, ranked #3 in US News & World Report's 2024 Best Places to Live. Located along the Front Range of the Rockies one hour south of Denver, Colorado Springs is known for its mild climate, a vibrant arts community, and year-round outdoor recreation.

For additional information about BSCS and our work, prospective applicants are encouraged to review the BSCS web site (www.bscs.org).

BSCS Commitment to Diversity and Equal Opportunity

BSCS Science Learning is committed to the recruitment of a diverse staff so that we can bring the broadest possible range of perspectives to our mission of improving science teaching and learning for a diverse audience. We are an equal opportunity employer. All applicants will receive consideration for employment without regard to age, race, sex, color, religion, national origin, disability (physical and/or mental), sexual orientation, gender identity or expression, veteran status, military obligations, marital status, pregnancy, genetic information, or any status protected by federal, state, or local law.

To Apply:

Applicants should send a letter of interest and a detailed résumé to careers@bscs.org. Please put "Director of Marketing" in the subject line. We will request samples of prior work as part of the interview process.

We will begin reviewing complete applications on April 25, 2025 and will continue accepting applications until the position is filled.
