



COMMUNICATIONS INTERN JOB DESCRIPTION

PAVE Overview

PAVE (Parents Amplifying Voices in Education) is a non-profit corporation whose mission is to connect, inform, and empower parent leaders to give families in DC a voice and choice in the vision for education in our city. In the vision of PAVE, parents are partners and leaders in developing a diversity of safe, nurturing, and great schools for every child in every ward and community.

PAVE is dedicated to creating an environment where the vision for education in DC is not created for children and families but rather with children and families, shifting and changing the dynamics of power in our city so that communities and parents are partners in creating great schools in DC. PAVE intentionally and constructively asks parents to engage in education policy in DC, creates opportunities for parents to lead and advocate, helps parents to understand the system, builds relationships between parents and those who are making and influencing the education landscape in DC, and advocates on behalf of great school options and equitable supports for all children, regardless of sector.

At PAVE, our parent leaders identify the issues that they want to move forward on behalf of our kids and our schools. In just two years, PAVE's parent leaders have worked tirelessly to reimagine the education system in DC, including:

- Advocating for and achieving an historic pupil funding increase for both the public traditional and charter school sectors;
- Quadrupling funding for Out-of-School Time (OST) programs – moving the city's budget for OST from \$4.9mil to \$20.25mil;
- Increasing support for mental health & trauma-informed training DC's schools by \$13.1 mil;
- Representing 40% of the parent and community engagement process for the new citywide report card with both focus group and canvassing efforts; and
- Leading a first-of-its-kind selection process for a new school operator serving both Ward 8 and military families, where a committee of eight parents identified the school that they wanted to see in their community.

PAVE is a fast-paced, high-performing organization driven by a passionate team made up of over 3,000 parent leaders, 13 (and growing) full-time staff, and both school and citywide partners in educational equity. ***The standard at PAVE is excellence – in all that we do, all that we give, and all the spaces that we open for family and community voice.***

The Role

Reporting to the Associate Director of Communications, the Communications Intern is an integral part of the PAVE team, providing essential support to Communications team. The Communications Intern will focus on developing content for email newsletters (the PAVE Post), streamlining data analytics tracking for the PAVE Post, and cataloging past newsletters on our website with appropriate tags – all in service of PAVE's mission and vision.

This is a paid position at a rate of \$25/hr



Responsibilities:

Message Development

The PAVE Post

- Draft content and stories for weekly PAVE Post newsletter blasts in accordance with the PAVE tone: family-friendly and family-centered
- Utilize past PAVE materials as a starting point, ensuring that content is consistent and not duplicative
- Work with the Associate Director of Communications to ensure that appropriate staff members are tapped to create content for future PAVE Posts in a timely manner
- Track all appropriate individual and team deadlines in the PAVE Post scheduling tracker

Email Marketing

The PAVE Post

- Propose email subject lines, preview text for all PAVE Post blasts
- Ensure all PAVE Posts are beautiful and joyful by including photos, creating graphics, and utilizing buttons and other design elements as appropriate

Data Analytics and Tracking

MailChimp

- Streamline list segmentation in MailChimp to support strategic audience targeting
- Track reads, opens, A/B testing, and other necessary metrics
- Ensure data tracking is complete and clean in Salesforce, in accordance with PAVE tracking procedures

Assist the Associate Director of Communications in other matters as identified and assigned.

Qualifications

The Communications Intern will be thoroughly committed to PAVE's mission. The Communications Intern should ideally have a background in education, non-profit work, and/or start-up environments. Concrete demonstrable experience and other qualifications include:

- Current candidates for Master of Arts in Communications or Journalism preferred
- Track record of diving into new projects immediately and taking initiative to get up-to-speed;
- Track record of supporting a team to achieve ambitious goals;
- Ability to point to specific examples of having pursued and achieved communications goals;
- Expertise in data analytics best-practices is a plus;
- Past success developing newsletter content in a fast-paced start-up environment a plus;
- Communications experience in a people-centered organization a plus;
- Strong interpersonal skills with the ability to engage a wide range of stakeholders and cultures;
- Strong written and verbal communication skills, a detail-oriented project manager with excellent interpersonal and multidisciplinary project skills;
- Action-oriented, entrepreneurial, adaptable, community-centered and innovative approach to communications;
- Ability to work effectively in collaboration with diverse groups of people with a demonstrated commitment to diversity, equity, and inclusion in previous roles and leadership; and;
- Passion, idealism, integrity, positive attitude, mission-driven, and self-directed.

To apply, please submit a resume and cover letter to jobs@dcpave.org