



ADVOCACY MANAGER 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 four 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;
- More than doubled funding for Out-of-School Time (OST) programs – increasing the city's budget for OST by \$10.25 million
- 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.
- Increased funding for mental health supports in schools by \$13.1 million

PAVE is a fast-paced, high-performing organization driven by a passionate team made up of nearly 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 Director of Policy, the Advocacy Manager is an integral part of the PAVE team, providing essential support to the senior management team and the organization as whole. The Advocacy Manager will manage the execution of parent-driven advocacy campaigns and canvassing efforts as well as additional related strategic partnerships, initiatives, and community engagement projects that support and advance PAVE's mission.



Responsibilities:

Support PAVE Parent Leaders to push forward their priorities and make measurable progress in the public domain.

- *Develop and execute parent-driven campaign strategies*
 - Track parent advocacy actions and initiatives and disseminate findings
 - Manage campaign strategy development, execution, and evaluation
 - Coordinate advocacy opportunities for parents and partners
- *Manage the Development and Dissemination of PAVE Advocacy Content*
 - Manage the development and the dissemination of advocacy resources for parents, including presentations, trainings, webinars, how-to guides, etc.
- *Manage Advocacy Coalitions and Other Relevant Stakeholder Groups*
 - Manage coordination with advocacy coalition partners, including communication, event planning, and collective strategy development
 - Manage all campaign updates and responses
 - Participate in relevant stakeholder groups on behalf of PAVE
 - Develop and manage relationships with key elected officials, policymakers, and system leaders

Support education system leaders to include parent voice in their decision-making process

- *Manage PAVE Canvassing Efforts*
 - Manage the execution of canvassing projects, including development and delivery of all necessary project or training materials, setting targets and canvassing plans, management of canvassers, and tracking systems

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

Qualifications

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

- Minimum of 4 years of work experience;
- Unwavering commitment to excellence and data-driven evaluation;
- Experience leading successful advocacy campaigns and canvassing efforts;
- Outstanding judgment and ability to work across diverse perspectives and groups;
- Strong interpersonal skills with the ability to engage a wide range of stakeholders and cultures;
- Ability to negotiate, forge consensus, resolve conflicts, and convene partners;
- Action-oriented, entrepreneurial, adaptable, community-centered and innovative approach to organizing and community engagement;



- Previous experience with creating advocacy content, the development and execution of advocacy strategy, and management of canvassing projects;
- Skilled facilitator and engaging presenter;
- Advanced proficiency in a range technology-based platforms and processes highly preferred, including, but not limited to: Microsoft Office (Word, Excel, Powerpoint); Wordpress; MailChimp; Asana; Google Suite; Salesforce;
- Outstanding attention to detail and deadlines;
- Strong written and verbal communication skills; a persuasive and passionate communicator with excellent interpersonal and multidisciplinary project skills;
- Ability to multi-task and prioritize in fast-paced, start-up environment;
- Ability to work independently and in collaboration with diverse groups of people; and
- Passion, idealism, integrity, positive attitude, mission-driven, and self-directed.