



COMMUNICATIONS ASSOCIATE 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;
- 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 nearly 3,000 parent leaders, 12 (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 Communications and External Relations, the Communications Associate plays a key role in the success of the communications strategy for PAVE. The Communications Associate will help to create and implement PAVE's communications programs, including but not limited to: online media (social media, the website, and video creation); newsletters (the PAVE Post); and marketing collateral and media. The Communications Associate will be responsible for disseminating PAVE's mission and vision to both its parent constituency and the broader education landscape.

Salary Range: \$40,000 - \$50,000 annually, commensurate with experience



Responsibilities

Digital Media

- *Social Media*
 - Maintain a social media dashboard to track parent audience segments and inform measurable action by the Community Engagement and Organizing team.
 - Coordinate social media account by drafting and posting scheduled content, including but not limited to Facebook, Twitter, and Instagram.
 - Ensure that PAVE has a strong social media presence both locally and in relation to other similar national organizations.
- *Website*
 - Assist the Director of Communications and External Relations with website content development for PAVE in order to connect, empower, and inform a broad base of parent leaders in DC.
 - Ensure that new and consistent information (articles, links, and events) is posted regularly and is engaging PAVE's targeted audience – parents.
 - Accurately record and track all public testimonies by PAVE parents, Board, and staff for posting on the website.
- *Newsletter - PAVE Post*
 - Draft content for monthly PAVE Post newsletter in accordance with the PAVE tone.
 - Design finalized PAVE Post content in MailChimp.
 - Keep abreast of comparable partner newsletters to ensure that the PAVE Post is consistently staying up-to-date and relevant for DC parents.
 - Ensure high-quality reporting data through seamless audience segmentation and Salesforce integration.
- *Videography*
 - Support the creation of videos for PAVE signature events and supplementary video content for PAVE advocacy campaigns as needed.

Marketing

- *Collateral Materials*
 - Assist the Director of Communications and External Relations with the development, creation, distribution, and maintenance of collateral materials, including but not limited to: brochures, flyers, postcards, and other leave-behinds.
- *Advertising*
 - Identify opportunities for boosted social media posts according to the budget set by the Director of Communications and External Relations.

Support the organization in other communications matters as identified and assigned by the Director of Communications and External Relations.



Qualifications

The Communications Associate will be thoroughly committed to PAVE's mission. The Communications Associate should have proven project management, communications, and relationship management experience. Concrete demonstrable experience and other qualifications include:

- 1 year of experience in social media, digital asset and content production, and communications data analysis ideal;
- Strong written and verbal communication skills, strong ability to match brand tone, a persuasive and passionate communicator with excellent interpersonal and multidisciplinary project skills;
- Strong analytical skills and experience with Mailchimp, social media analytics and scheduling platforms ideal;
- Multi-media production skills, including familiarity with video and sound editing ideal; familiarity and experience with design tools including Adobe Photoshop, Adobe InDesign, and familiarity with Wordpress ideal;
- Unwavering commitment to family-centered programs and parent leadership;
- Proven ability to build and develop lasting relationships in diverse communities;
- Strong interpersonal skills with the ability to engage a wide range of stakeholders and cultures;
- Action-oriented, entrepreneurial, adaptable, and innovative approach to communications and organizational strategy;
- Ability to work effectively in collaboration with diverse groups of people; and
- Demonstrated passion, idealism, integrity, positive attitude, mission-driven, and self-directed focus in previous roles.