



## DIRECTOR of COMMUNITY ENGAGEMENT & ORGANIZING 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. PAVE is a hyperlocal organization, focused on elevating and amplifying the voices of Black and Brown parents in the District of Columbia. PAVE's community organizing work is concentrated in Wards 1, 4, 5, 6, 7, and 8 – where the majority of public school students reside – but is committed to working towards great schools for every child in DC.

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 a 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

Additionally, during the FY20 budget season, DC was one of the only states across the country to see increases in education that would have been exceptional even if there were not a pandemic. And that was in large part due to the advocacy of PAVE parent leaders.

PAVE is a fast-paced, high-performing organization driven by a passionate team made up of over 5,000 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 Executive Director, the Director of Community Engagement & Organizing is an integral part of the PAVE team, responsible for leading PAVE's Community Engagement & Organizing department towards reimagining the D.C. education system in partnership with parent leaders.

The Director of Community Engagement & Organizing will own all aspects of leading the Community Engagement & Organizing department towards success, including strategy development, day to day management and problem-solving, coaching, development, and modeling for team members, and promotion of cross-collaboration and best-practice capturing to create team-wide efficiencies. The Director of Community Engagement & Organizing will supervise a team of three (and growing) Ward-based community organizers, act as the main point of contact between PAVE and the leaders of DC's community organizations, and manage and lead the Ward-based organizing team's family engagement efforts at DC's public and public charter schools.

Working in close collaboration with PAVE's parent leaders, community leaders, and PAVE staff members, the Director of Community Engagement & Organizing will continue PAVE's track record of achieving a wide range of community organizing goals including:

- **Growing** the PAVE network of Emerging Parent Leaders and Active Parent Leaders
- **Developing** PAVE parent leaders to be strong advocates for kids in the education system
- **Increasing** parent voice throughout the education system through parent leadership development, strong networks of PAVE partners (schools and community organizations), and systems leaders who are committed to parents as leaders

Successful candidates will share our vision for parents as partners and leaders in developing a diversity of safe, nurturing, and great schools for every child in every ward and community.

## **Responsibilities**

### **Department Strategy: Grow and inform the PAVE network**

- In partnership with the Executive Director, set vision and strategy for growing the PAVE Parent Leader network with new parent leaders
- Define clear goals with the Community Engagement and Organizing team and ensure all organizers are reaching their weekly goals
- Regularly attend and represent PAVE at key meetings with parents, allies, funders, conferences, convenings, and community events
- Support the growth and development of key PAVE staff members as Senior Organizers

### **Parent Organizing**

- *Manage and Develop a Team of Highly-Skilled Organizers*
  - Lead the Ward-based organizers in its efforts to develop strong parent leaders across the city.
  - Advance team impact with principles of metrics-based professional organizing models (e.g., PICO, IAF).
  - Use data to create and implement plans to improve organizer practices and reach ambitious goals for parent 1-1s and parent actions.



**PARENTS AMPLIFYING  
VOICES in EDUCATION**

- Create and implement a professional development program for the organizing team, including plans for developing individual organizers' skills and increasing knowledge of education and social justice issues in DC and across the country.
- Coach and develop organizers in their facilitation of their Ward-based meetings.
- Evaluate Ward-based organizers, giving them multiple levels of feedback and providing them with the necessary evaluation tools and rubrics to ensure their success.
- *Build Parent Leaders*
  - Identify and develop a training program for parent leaders on the principles and practices of community organizing.
  - Manage PAVE citywide events for parent leaders and establish protocols for parent-led meetings.
  - Support PAVE's organizers and parent leaders as they take action on our parent-chosen advocacy campaigns.
- *Monitor Strategy for Citywide Impact*
  - Support and lead PAVE's Ward-based parent leader strategy and monitor organizing plans against outcomes for PAVE.
  - Manage the Ward-based organizers as they implement PAVE's parent leadership strategy, including managing growth of parent members at all levels of the leadership ladder and managing growth of parent leaders along the ladder through the Profile of a Parent Leader.
  - Ensure that PAVE's Ward-based parent leaders are being developed for long-term success.

## **Community Engagement**

- *Build Relationships*
  - Serve as the face of PAVE's Ward-based parent organizing and community engagement, including meeting with key stakeholders, leading meetings with key parent leaders, and representing PAVE parent interests in meetings with state agency and school leaders as well as local Advisory Neighborhood Commission meetings.
  - Develop, track, and manage relationships with a broad-base of partners in DC (including faith-based institutions, public officials, local government agencies, social service agencies, teachers, and school leaders).
  - Build strong support for PAVE and the organization's parent leaders locally and nationally.
- *Monitor Strategy for Citywide Impact*
  - Support and lead PAVE's Ward-based community engagement strategy and plan, tracking success and outcomes in the growth of PAVE's Ward-based community engagement.
  - Manage the Ward-based organizers to implement the community engagement strategy and plan, ensuring that PAVE's parent leader communities are strong in every focus ward of the city (1, 4, 5, 6, 7, and 8).
- *Special Projects*
  - Identify additional opportunities for parent-led and Ward-based initiatives for PAVE and the organization's parent leaders.
  - Lead any PAVE initiatives and strategies that support parent voice in education policy and decision-making in the focus wards (1, 4, 5, 6, 7, and 8).
  - Plan and coordinate PAVE's Ward-based organizing events and meetings with the Community Engagement and Organizing team, ensuring PAVE's parent leaders in all parts of the city are able to effectively share their voices for impact.

**Assist the Executive Director in other community engagement and organizing matters as identified and assigned.**



## Qualifications

The Director of Community Engagement & Organizing will be thoroughly committed to PAVE's mission and should possess a background in education or non-profit work. Successful candidates thrive in fast-paced, dynamic work environments, and seek out opportunities to work in close collaboration with staff, parents, and community members. Candidates with experience in high-performing start-ups who can point to their specific work building an organization or model for sustainability are preferred.

The Director of Community Engagement & Organizing must keep their work grounded in the experiences of the parent leaders PAVE serves, keep their work centered in principles of community-centered policy, and ensure that the way we communicate about our work elevates Black and Brown parents as policy experts. Ideal candidates must have a proven track record of commitment to the District of Columbia and to the voices of Black and Brown parents, with a focus on making sure that historically marginalized communities have a voice in systems.

We seek leaders who are unafraid to tackle issues of race & equity both internally with their teams and externally with the system.

Concrete demonstrable experience and other qualifications include:

- 7-10 years of leadership experience, including 2-5 years of management experience coaching a team to achieve ambitious organizing goals; including specific examples of having developed and operationalized community-based strategies to achieve advocacy objectives and/or win campaigns;
- Experience in community organizing and nationally-recognized organizing models (e.g., PICO, IAF) preferred;
- Deep knowledge of organizing history, philosophy, and strategy *and* an ability to teach and develop new organizers;
- A track record that demonstrates commitment to family/community-centered programs and elevating parent and community voice;
- Demonstrated experience with building systems and using data to manage others and evaluate success;
- Excellence in organizational management with the ability to build relationships and develop high-performing teams and set and achieve strategic objectives;
- Past success working with communities, with the ability to cultivate existing relationships and establish new relationships;
- Strong interpersonal skills with the ability to engage a wide range of stakeholders and cultures;
- Strong understanding of and belief in addressing issues of equity and inequity in DC and nationally in education, and in other related policy areas (incl. housing, economic and workforce development, criminal justice, health care);
- Persuasive communicator with strong written and verbal skills as well as excellent interpersonal and multidisciplinary project-management skills;
- Willingness to work in fast-paced environments and do whatever it takes to reach ambitious outcomes;
- An action-oriented, entrepreneurial, adaptable, community-centered, and innovative mindset in leading organizing and community engagement;
- Outstanding judgment and ability to work across diverse perspectives and groups; and



- Passion, idealism, integrity, positive attitude, mission-driven, and self-directed.

**Compensation**

Salary range for this role is \$90k - \$110k annually, dependent on qualifications and experience. PAVE employees are offered full medical, dental, and vision benefits at no cost to the individual, as well as a 401(k) plan with 4% match, and generous paid time off.

**Location**

This position requires residence in the District of Columbia. The Director of Community Engagement & Organizing must be local in order to build deep connections and relationships with parent leaders, elected officials, school leaders, and other community stakeholders. This position requires frequent work on nights and weekends to support the schedules of parents.