



PARENTS AMPLIFYING
VOICES in EDUCATION

PROGRAM COORDINATOR 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 six 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.
- Increased funding for funding for Out-of-School Time (OST) programs – increasing the city's budget for OST by \$15 million.
- Representing 40% of the parent and community engagement process for the new citywide report card with both focus group and canvassing efforts.
- 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 over \$15 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, 11 (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.



Reporting to the Director of Policy and Advocacy, the Program Coordinator is an integral part of the PAVE team, responsible for helping to reimagine the D.C. education system in partnership with a representative diversity (racial, socio-economic, geographic, school sectors) of parent leaders.

The Program Coordinator will bring expertise in community engagement and leadership development to the Policy and Advocacy team, elevating this knowledge in team check ins, daily practices, and professional development opportunities across the organization. Their work will focus on developing parents' leadership and skills around organizing, policy, and advocacy, as well as a robust system of tracking parent leadership growth and actions to ensure equitable representation in all of PAVE's work.

The Program Coordinator will also be tasked with supporting the Director of Policy and Advocacy on project management, executing campaign strategy, and data management.

Working in close collaboration on the ground in targeted Wards and communities with PAVE's parent leaders, the Program Coordinator will continue PAVE's track record of achieving a wide range of 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, regardless of public school sector (DCPS or charter).

Responsibilities

- **Parent Engagement**
 - *Parent and Family Engagement in Targeted Wards and Communities.*
 - Build strong relationships with parent leaders across wards through effective 1:1 practices.
 - Be a strong local presence in the community through in-person events, social media, canvassing, and tabling, amongst other tactics, to identify opportunities to grow trust between PAVE and DC's communities.
 - Facilitate and present content at parent and partner meetings.
 - *Grow Parent Leaders through Transformational Moments.*
 - Develop and expand the number and diversity of parent leaders in targeted Wards and communities, proactively identifying demographic gaps in the PAVE parent leader network.
 - Support parent leaders in growing as organizers in their own communities and in the PAVE parent leader network.
 - Work closely with the Policy, Advocacy, and Communications departments to identify targeted opportunities (focus groups, blogs, op/eds, testimonies, campaign actions, PLE boards) for parents to elevate their leadership.



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- Build Profiles of a Parent Leader for parents in the target Wards and provide feedback to other team members in building parent profiles.
- Support parents with leadership actions, including but not limited to writing testimony for a public hearing, speaking at events with system and community leaders, hosting a house meeting, etc.
- **Data Compliance and Coordination**
 - *Data Entry.*
 - Track all parent engagement event attendances and interactions including 1:1s, phone calls, texts in PAVE's Salesforce database.
 - Help to identify issues in data collection across the Policy and Advocacy and Comms team raising them immediately with the Director, and the Ops & Systems teams as needed.
 - *Identifying Data Trends.*
 - Working with the Director, review data dashboards and parent network reports in SalesForce regularly.
 - Execute plans to improve data practices in order to reach ambitious goals for parent actions.
- **Project Coordination**
 - *Issue-based Campaigns.*
 - Support the Director and the Policy and Advocacy department to execute work plans, ensuring deep and diverse parent leader engagement on issue-based campaigns.
 - *Achieving Strategic Goals.*
 - Support the Director in tracking strategic goals for the department and building comprehensive plans to address gaps quarterly.
 - Meet goals for parent actions centering equity of voice and representation

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

Qualifications

The Program Coordinator will be thoroughly committed to PAVE's mission and should possess a background in community organizing, leadership development, and program coordination. 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 are preferred.

The Program Coordinator 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 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 team members who are unafraid to tackle issues of race & equity both internally and externally with the system.

Concrete demonstrable experience and other qualifications include:



- 0-4 years of professional, full-time work experience with experience in organizing preferred (IAF, PICO, Public Narrative, campaign organizing, etc.);
- Bachelor's degree preferred;
- Interest in organizing history, philosophy, and strategy;
- Commitment to family/community-centered programs and elevating parent and community voice;
- Desire to use data to inform organizing practice and support leadership development;
- Excellence in self-management with the ability to build strong, deep, and lasting relationships with organizing members, community leaders, and partners;
- Commitment to working with Black and Brown 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;
- 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 skills;
- Organized, resourceful, flexible individual with strong time and project management skills and an ability to work independently and collaboratively on tight deadlines;
- 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 \$55k - \$85k 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 Program Coordinator 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.

To Apply

Submit your resume and cover letter to jobs@dcpave.org.