



## Communications 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. 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 five 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 Communications Manager plays a key role in the success of the communications strategy for PAVE. The Communications Manager will create and implement PAVE's external communications, including but not limited to: social media; our email newsletter the PAVE Post; the PAVE website; in-house graphic design; the PAVE Blog; support with media relations; and support with organizational marketing efforts such as videography and digital advertising. The Communications Coordinator will be responsible for digitally disseminating PAVE's mission and vision to both its parent constituency and the broader education landscape, and will work with the Executive Director to create beautiful, impactful, representative content that grows PAVE's brand awareness both locally and nationally.

## **Responsibilities**

### **Content Creation**

#### Social Media

- Manage PAVE-owned social media content calendar across Twitter, Facebook, and Instagram, ensuring a consistent stream of relevant, informative, and persuasive content.
- Create high-quality, engaging, culturally relevant content (written, filmed, graphics, etc.) for a variety of stakeholders (parents, policymakers, funders, partners) that reflects the demographics, values, and experiences of our majority Black and Brown parent community.
- Ensure that PAVE has a strong social media presence both locally and nationally, and in relation to other similar organizations.

#### Email Marketing: The PAVE Post

- Manage monthly newsletter plan in partnership with the Executive Director to create high-quality email content which celebrates the work of parent leaders while showcasing PAVE as a powerful and knowledgeable resource in DC.
- Develop newsletter outlines and first drafts as appropriate, manage across departments to obtain needed content from other teams, and design final emails utilizing existing templates.
- Keep abreast of comparable partner newsletters to ensure that the PAVE Post is consistently staying up-to-date and relevant for DC parents.



### Website

- Lead website content development for PAVE, identifying areas of growth in order to:
  - connect, empower, and inform a broad base of parent leaders in DC, and
  - communicate about PAVE's model and accomplishments in order to increase brand awareness and bring in new funders and partners
- Ensure that new and consistent information (blogs, articles, links, and events) is posted regularly and is engaging PAVE's targeted audience – parents.

### Graphic design

- Create graphics for social media, flyers, explanatory infographics, ads, etc.
- Ensure all designs adhere to PAVE's Style Guide, are visually cohesive, joyful, and represent the diversity and power of PAVE's parent network.

### Parent Storytelling

- Blogs: Determine blog topics; identify parent leaders whose stories and experiences make them great candidates to speak on a particular topic; provide parents with direct 1-1 support to draft, edit, and finalize their blog; and post and promote two monthly blogs in support of PAVE's strategic goals.
- Op-eds: Identify opportunities for parents to develop their stories into an op-ed at a local or national publication. Work with the Strategic Communications Consultant to draft and finalize op-eds for pitching. Promote published pieces in support of PAVE's strategic goals.
- Earned media: Identify and prepare parent leaders to speak about PAVE and their personal stories to reporters for earned media opportunities.

### Marketing & Advertising

- Create videos and supplementary print collateral materials which showcase PAVE's model and accomplishments, managing consultants or vendors to support as needed.
- Draft ad copy and develop accompanying graphic elements according to the vision set by the Executive Director, managing consultants or vendors to support as needed.

### **Data Tracking**

- Analytics: Strategize using social media analytics to develop a social media plan designed to maximize audience engagement.



- Ensure clean Mailchimp subscriber lists and a consistent flow of subscriber info between Mailchimp/Salesforce in service of growing PAVE's network of Emerging parents.
- Develop Mailchimp automations, segments, and subscription pushes to grow engagement and quantity of subscribers.
- Develop and maintain website analytics dashboards to assess the impact and reach of PAVE's website and to maximize SEO.
- Salesforce: Track relevant metrics in Salesforce to ensure the work of the Communications team is reportable and transparent to the PAVE staff by inputting data entry in a timely manner and managing clear dashboards.

Support the organization in other communications matters as identified and assigned by the Executive Director.

## **Qualifications**

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

- 3-5 years of experience in communications and content production;
- Demonstrated experience managing across teams and oscillating between print and digital media content development that align with achieving strategic goals and outcomes;
- Strong analytical skills and mastery with social media analytics and scheduling platforms;
- Multi-media production skills, including familiarity with video and sound editing; familiarity and experience with design tools including Adobe Photoshop and familiarity with Wordpress;
- Unwavering commitment to family-centered programs and parent leadership;
- Proven ability to build and develop lasting relationships in diverse communities;
- Past success working with strategic partners, with the ability to cultivate existing relationships;
- Strong interpersonal skills with the ability to engage a wide range of stakeholders and cultures;
- Strong written and verbal communication skills, a persuasive and passionate communicator with excellent interpersonal and multidisciplinary project skills;
- 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.

**Compensation**

Salary range for this role is \$85k - \$105k 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. Please see the PAVE website for our full benefits package including insurance information.

**Location**

This position requires residence in the District of Columbia. The Communications Coordinator must be local in order to build deep connections and relationships with parent leaders, elected officials, school leaders, and other community stakeholders and support execution of PAVE in-person meetings and events. This position will require occasional work on nights and weekends to support the schedules of parents.

**To Apply**

Submit a resume and cover letter to [jobs@dcpave.org](mailto:jobs@dcpave.org).