



DIRECTOR OF COMMUNITY ENGAGEMENT AND 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.

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 2,000 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 (ED), the Director of Community Engagement and Organizing is a mission-critical role, acting as the lead strategist for community organizing and engagement on PAVE's senior management team, assisting in effective decision-making and programmatic planning.



Organizing is at the heart of PAVE's mission, so as the leader of PAVE's organizing efforts, the Director of Community Engagement and Organizing will need to be a dynamic and results-driven leader. Multiple years of experience managing teams, winning campaigns, setting metrics, and achieving excellence in community-centered projects are required.

The Director of Community Engagement and Organizing will lead, plan, and direct PAVE's community engagement and parent organizing program, which includes a team of three full-time Ward-based community organizers. The Director of Community Engagement and Organizing will act as the main point of contact between DC school leaders, policymakers, and community organizations and will manage and lead the Community Engagement and Organizing team's city-wide family engagement efforts.

Responsibilities

Parent Organizing

- *Manage and Develop a Team of Highly-Skilled Organizers*
 - Lead the Community Engagement and Organizing team 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 aggressive goals for parent 1-1's and parent actions.
 - 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.
- *Build Parent Leaders*
 - Identify and develop a training program for parent leaders on the principles and practices of community organizing.
 - Lead PAVE citywide events and establish protocols for parent-led meetings.
 - Support PAVE's organizers and parent leaders as they take action on our parent-chosen advocacy campaigns.
- *Develop Strategy for City-wide Impact*
 - Develop, monitor, and lead a city-wide parent leader strategy and plan for PAVE.
 - Manage the Community Engagement and Organizing team as it implements the parent leader strategy and plan.
 - Ensure that PAVE's parent leaders are being developed for long-term success in all parts of the city.
 - Plan and coordinate PAVE events and meetings city-wide 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.



Community Engagement

- *Build Relationships*
 - Serve as the face of PAVE parent organizing and community engagement, including meeting with key stakeholders, leading meetings with key parent leaders, and representing PAVE parent interests in task forces and other meetings with city leaders.
 - 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.
- *Develop Strategy for City-wide Impact*
 - Develop, monitor, and lead a citywide community engagement strategy and plan.
 - Manage the Community Engagement and Organizing team to implement the community engagement strategy and plan, ensuring that PAVE's parent leader communities are strong in all parts of the city.
- *Special Projects*
 - Identify opportunities for parent-led and community-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.
 - Support the organization in other community engagement and organizing matters as identified and assigned by the Executive Director.

Qualifications

The Director of Community Engagement and Organizing will be thoroughly committed to PAVE's mission. The Director of Community Engagement and Organizing must have proven leadership, organizing, community engagement, and relationship management experience. Concrete demonstrable experience and other qualifications include:

- 5-7 years of experience managing, leading, and coaching a team to achieve aggressive 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;
- Unwavering 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;
- An action-oriented, entrepreneurial, adaptable, community-centered, and innovative mindset in leading organizing and community engagement;
- Ability to work effectively in collaboration with diverse groups of people;
- Passion, idealism, integrity, positive attitude, mission-driven, and self-directed.

To apply, submit a resume, cover letter, and sample organizing action and/or strategic plan to jobs@dcpave.org.