



## 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.

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 Associate Director of Development and Strategy, the Communications Manager plays a key role in the success of the communications strategy for PAVE. The Communications Manager will help to create and implement PAVE's communications programs, including but not limited to: online media (both social media and the website), press releases, articles, and opinion pieces; marketing collateral and media; testimonies before state and local agencies; and organizational white papers on internal and external initiatives. The Communications Manager will be responsible for disseminating PAVE's mission and vision to both its parent constituency and the broader education landscape.



## **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.
  - Manage 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*
  - Manage website content development for PAVE, identifying areas of growth 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.
- *Videography*
  - Create and edit videos and supplementary collateral materials for PAVE events as needed.

### **Public Engagement**

- *PAVE Post and Newsletters*
  - Develop focus areas, designs, and draft content for monthly PAVE Post newsletter.
  - Identify, develop, and draft content for specialized PAVE Post features.
  - Keep abreast of comparable partner newsletters to ensure that the PAVE Post is consistently staying up-to-date and relevant for DC parents.
- *Press Releases, Articles, and Opinion Pieces*
  - Develop and manage relationships with and contact database of local press and identify opportunities for PAVE to share about the organizations' work, beliefs, and learnings.
  - Lead all written content for publicity purposes, drafting documents and working with parents and staff to ensure that they reflect their voices and the mission of PAVE.

### **Marketing**

- *Collateral Materials*
  - Manage the development, creation, distribution, and maintenance of collateral materials, including but not limited to: newsletters, brochures, and flyers.
  - Identify opportunities for testimony and accurately record and track all public testimonies by PAVE parents, Board, and staff.
- *Advertising*
  - Identify opportunities for boosted social media posts according to the budget set by the Associate Director of Development and Strategy.



### **Communications Strategy**

- Track and measure PAVE's parent network's level of engagement with the organization over time through Salesforce.
- Create a communications plan for PAVE for the short- and long-term in collaboration with the Associate Director of Development and Strategy.
- Help to draft organizational white papers that can be shared broadly across the city and the country about PAVE's work and learnings.
- Help to coordinate and organize opportunities to engage the network's various parent audiences from across DC's eight wards.

**Support the organization in other communications matters as identified and assigned by the Associate Director of Development and Strategy.**

### **Qualifications**

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

- 3-5 years of experience in social media, digital asset 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.