



CHIEF OF POLICY AND ADVOCACY 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;
- Increasing funding for mental health supports in DC public and public charter schools by more than \$13million;
- 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, mission-driven, and equity-focused organization driven by a passionate team made up of nearly 2,000 parent leaders. ***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 Chief of Policy and Advocacy (CPA) is a new role that will be a vital member of PAVE's leadership team. The CPA will guide the efforts of PAVE parent leaders to amplify their voices in creating and implementing a parent-driven



vision for education in the District of Columbia. The CPA will manage the Policy and Advocacy team with two direct reports in the Director Policy and the Director of Advocacy.

The role will have three primary charges: *First*, the CPA will be responsible for leading the policy and advocacy work of PAVE's parent leaders through the development and execution of campaign plans and managing relationships with education leaders and policymakers. *Second*, the CPA will be the face of the innovative PAVE Community Change Fellowship. The Fellowship is a 12-month, first of its kind stipend program that will move parents beyond agitating outside the system to assuming formal roles within the DC education policy ecosystem. *Finally*, the CPA will be responsible for developing their team to excellence through coaching, accountability, and professional development.

Responsibilities

Lead the policy and advocacy work of PAVE's Parent Leaders

- *Empower PAVE Parent Leaders to navigate and shape the policy and legislative process.*
 - Guide the yearly development of an advocacy strategy to achieve the policy priorities set by PAVE Parent Leaders.
 - Refine and develop modules, tools, and curriculums to train PAVE Parent Leaders on policy issues and effective advocacy.
 - Work with, support, and manage the Director of Advocacy to guide the creation of advocacy goals by PAVE parent leaders.
 - Work with, support, and manage the Director of Policy to guide the creation of policy materials and information for PAVE parent leaders on their issues.
- *Manage PAVE's relationships with education policymakers and leaders*
 - Develop relationships with key players in DC's education policymaking ecosystem, including policy and advocacy organizations and partners, education policymakers and leaders, and state education agency staff members.
 - Create and identify avenues for the amplification of parent voice and parent leaders in roles of formal and informal authority in the system.

Manage the PAVE Community Change Fellowship

- *Recruit parents*
 - Recruit an initial cohort of 25 PAVE parent leaders to join the PAVE Community Change Fellowship in order to support parents in formal leadership within DC's education ecosystem.
 - Work with PAVE organizers, school leaders, policymakers, and elected officials to deepen the field of applicants and develop buy-in for the program.
- *Develop and deliver Fellowship programming*
 - Refine and further develop the scope and sequence of the Fellowship, focusing on the history and context of education policy in DC, advanced networking and relationship building, and creating a backwards planning to obtain a role in public leadership.



- Develop curriculum for monthly meetings, including learning objectives, handouts and slide decks, and inviting engaging and relevant guests.
- Deliver content as necessary at monthly meetings, or prepare others to deliver content when necessary.
- *Amplify Fellowship impact*
 - Make connections between policymakers, elected officials, and community members and Parent Fellows in order to facilitate the placement of fellows into formal leadership within the system.
 - Track the progress and success of the program based on metrics developed in consultation with the Executive Director.

Manage and develop the Policy and Advocacy team

- *Manage the Director of Policy*
 - Manage and coach the Director of Policy through the yearly cycle of parent-led, parent-created, and parent-driven policy goals.
 - Guide the development of the Director of Policy, including weekly check-ins, creating professional development plans, and holding accountable for quarterly and yearly goals.
- *Manage the Director of Advocacy*
 - Hire, manage and coach the Director of Advocacy through the yearly cycle of parent-led, parent-created, and parent-driven advocacy campaigns and canvassing efforts.
 - Guide the development of the Director of Advocacy, including weekly check-ins, creating professional development plans, and holding accountable for quarterly and yearly goals.

Qualifications

The Chief of Policy and Advocacy will be thoroughly committed to PAVE's mission. The Chief of Policy and Advocacy should have proven organizing, community engagement, policy, and education system experience. Concrete demonstrable experience and other qualifications include:

- 10+ years of work experience, with at least 5 years of management and leadership experience;
- Track record of guiding a team to achieve ambitious goals;
- Ability to point to specific examples of having pursued and achieved an ambitious policy campaign or advocacy agenda;
- Expertise in the nuances of the legislative process and familiarity with DC politics and the education ecosystem preferred;
- Past success developing programming in a start-up environment a plus;
- Organizing experience in a campaign or advocacy organization a plus;



- Unwavering commitment to family-centered programs and data-driven program evaluation;
- Proven ability to build and develop lasting relationships in diverse communities;
- 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, community-centered and innovative approach to organizing and community engagement;
- Ability to work effectively in collaboration with diverse groups of people with a demonstrated commitment to diversity, equity, and inclusion in previous roles and leadership; and;
- Passion, idealism, integrity, positive attitude, mission-driven, and self-directed.