



## DIRECTOR of 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. 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 four 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 Director of Advocacy is an integral part of the PAVE team, responsible for leading PAVE's Advocacy team, in coordination with all other programmatic departments, towards reimagining the D.C. education system in partnership with parent leaders.

The Director of Advocacy will own all aspects of leading the Advocacy department towards success, including strategy development, day to day management and problem-solving, coaching, development, and modeling for team members, and promotion of cross-collaboration and best-practice capturing to create team-wide efficiencies. The Director of Advocacy will lead and manage the execution of parent-driven advocacy campaigns as well as additional related strategic partnerships, initiatives, and community engagement projects that advance PAVE's mission. The Director of Advocacy will directly supervise the Advocacy Manager, and work closely with PAVE's Policy and Community Engagement & Organizing teams to achieve big campaign wins with our network of parent leaders.

Working in close collaboration with PAVE's parent leaders, community leaders, and PAVE staff members, the Director of Advocacy will continue PAVE's track record of achieving a wide range of policy and advocacy goals including:

- **Developing** PAVE parent leaders to be strong advocates for kids in the education system
- **Achieving** policy wins in the areas of school funding, facilities allotments, financial transparency, mental health, and other issue areas identified by parent leaders
- **Increasing** the number of elected/systems leaders who commit to a parent-powered vision each year and the number of parent leaders in positions of power within the DC education system

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.

## **Responsibilities**

### **Department Strategy: Continue PAVE's track record of achieving critical policy wins on behalf of students and schools through policy change and advocacy**

- In partnership with the Executive Director, build a deep understanding of educational policies in D.C. and the policy changes identified by parents to advance educational outcomes for students and families
- In partnership with the Executive Director, set vision and strategy for deepening leadership of PAVE's most active Parent Leaders inside and outside of the PAVE network through advocacy actions
- Define clear policy and parent leadership goals with the Policy and Community Engagement & Organizing teams and execute a highly coordinated campaign strategy, ensuring leadership parents are growing in their individual actions and knowledge and as a part of the parent network
- Oversee and support the development and dissemination of policy and advocacy resources materials through the Policy and Community Engagement & Organizing teams
- Oversee and support PAVE's advocacy coalition and external partnerships

**Support PAVE Parent Leaders to push forward their priorities and make measurable progress in the public domain.**

- *Develop and execute parent-driven campaign strategies*



**PARENTS AMPLIFYING  
VOICES in EDUCATION**

- Manage tracking of parent advocacy actions and initiatives and disseminate findings
- Lead campaign strategy development, execution, and evaluation
- Generate and oversee coordination of advocacy opportunities for parents and partners
- *Manage the development and dissemination of PAVE Advocacy Content*
  - Lead the development and the dissemination of advocacy resources for parents, including presentations, trainings, webinars, how-to guides, etc.
  - Manage the Advocacy Manager and coach other junior staff in developing and disseminating advocacy resources for parents
- *Support Advocacy Coalitions and Other Relevant Stakeholder Groups*
  - Lead coordination with advocacy coalition partners, including communication, event planning, and collective strategy development
  - Track and disseminate campaign updates and responses
  - Participate in relevant stakeholder groups on behalf of PAVE with the Executive Director
  - Develop and manage relationships with key elected officials, policymakers, and system leaders, with as-needed support from the Executive Director

**Assist the Executive Director in other advocacy matters as identified and assigned.**

### **Qualifications**

The Director of Advocacy will be thoroughly committed to PAVE's mission and should possess a background in education or non-profit. 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 who can point to their specific work building an organization or model for sustainability are preferred.

The Director of Advocacy 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 proven track record of 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 leaders who are unafraid to tackle issues of race & equity both internally with their teams and externally with the system.

Concrete demonstrable experience and other qualifications include:

- 8-10 years of leadership experience, including 2-5 years of management experience
- Unwavering commitment to excellence and data-driven evaluation;
- Experience leading successful advocacy campaigns and coalitions;
- Ability to negotiate, forge consensus, resolve conflicts, and convene partners;
- Extensive experience with creating advocacy content, the development and execution of advocacy strategy, and management of canvassing projects;
- A love of political history, philosophy, and strategy, both locally and nationally;
- Engaging facilitator and presenter;
- A track record that demonstrates commitment to elevating parent and/or community voice in advocacy tactics and strategies;



- 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;
- 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 approach to 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 \$110k - \$130k 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 Director of Advocacy 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.