



## Atlanta Education Advocacy Lead

**Organization:** redefinED atlanta  
**Reports to:** Executive Director  
**Start date:** As soon as possible  
**Location:** Atlanta, Georgia

### Overview

#### Mission

The mission of the Atlanta Education Advocacy Lead is to drive the execution of a multi-faceted strategy to create and sustain support for high-quality public schools of all types in Atlanta. The Atlanta Education Advocacy Lead will, among other activities, organize and invest a broad-based coalition of funders, education organizations, faith-based institutions, parents, community groups, civic organizations, and others; educate policymakers in Atlanta and across the state; and create detailed plans to build the necessary infrastructure to catalyze positive change in education over time.

#### Fit

The Atlanta Education Advocacy Lead will need both a nuanced understanding of how to educate key policymakers on issues in education and a mission-driven mindset rooted in creating sustainable, systemic change in Atlanta. The right candidate for this role will approach the work with a comprehensive lens that takes into account how each stakeholder within the education system views the challenges and opportunities around public education.

#### About redefinED atlanta

Atlanta is the cradle of the civil rights movement and the economic engine of the Southeast. Yet, for generations, Atlanta's low-income students, particularly students of color, have had access to a public education that is not equivalent to the education available to the city's more affluent children. Conditions for meaningful, positive change in Atlanta do, however, exist, perhaps more so than in any other city in the South. Atlanta has a strong Superintendent, a school board oriented toward quality education for all students, a relatively high per-pupil expenditure rate, a maturing charter sector, state-level support from the Governor, and an abundance of human capital. Nevertheless, these conditions are not being harnessed fully to deliver educational excellence and equity to all students.

redefinED atlanta's vision is for Atlanta to be a place where every student in every community receives a high-quality education. redefinED atlanta's strategies are focused on developing great public schools through empowering parents, cultivating strong school-level talent, and authentically engaging the community to elevate expectations of excellence in education in Atlanta.

#### Mindsets

**You understand advocacy strategy.** You have the ability to identify and articulate the macro- and micro-level dynamics that shape a given situation. You have a strong understanding of and feel for the art and science of building and exercising influence toward specific policy outcomes. You can synthesize qualitative and quantitative data quickly to formulate insights and draw conclusions about opportunities and risks. You understand how to organize and deploy resources to build influence. You also understand the significance of relationships and events independent of prevailing attitudes, or biases. You are goal-oriented.



**You are a relationship and coalition builder.** You can quickly build relationships. You intuitively understand barriers and motivations and regularly influence and motivate others to action based on that understanding. You can create and sustain a diverse coalition and forge consensus in groups. You have a bias toward communicating with partners and coalition members, even when not convenient. You are well-regarded among peers, superiors, and individuals from a variety of backgrounds and experiences.

**You are an outstanding communicator.** You are proficient at communicating across a variety of mediums, including one-on-ones with key stakeholders and with large groups and media. You can produce compelling, concise, high-quality written materials quickly. You can distill complex policy problems and solutions succinctly and in layman's terms. You are able to tailor a message to a wide range of audiences.

**You have a strong understanding of relevant policy.** You have a working knowledge of critical issues around education, charter schools, funding, and more.

**You are proactive:** You move quickly and take decisive positions without being overly abrasive. You do not wait for direction when opportunities arise. You can build plans and drive action in the face of ambiguity. You find early stage efforts invigorating and are excited to follow something from idea through full execution. You are comfortable with and effective at blocking and tackling work directly and through partners.

**You embody honesty and integrity:** You do not cut corners ethically. You do what is right, not just what is expedient. You check your ego at the door and work to earn trust and keep the confidence of your colleagues. You deeply understand the confidential and complex nature of the work and approach relationships through this lens.

### **Responsibilities**

The primary duty of the Atlanta Education Advocacy Lead is to drive the execution of a multi-faceted strategy to create and sustain the policy conditions needed for high-quality public schools of all types to flourish in Atlanta.

The Atlanta Education Advocacy Lead will have responsibilities in the following key areas:

- **Driving Strategy and Execution:** Further develop and refine a clear strategy spanning multiple organizational entities that is continuously updated based on new information and learned experiences to execute on policy priorities that result in increasing educational outcomes for all Atlanta students.
- **Coalition-Building:** Develop and maintain a coalition of education-focused organizations to work collaboratively in generating support for catalytic change in education.
- **Fundraising:** Build and maintain a donor base to support advocacy efforts at a scale necessary to achieve success.
- **Project Management:** Manage all research, database development, vendors, and events related to this effort.
- **External Communications:** Drive communications strategy that generates support for catalyzing educational change.
- **Internal Communications:** Regularly interface with key funders and allied organizations on progress and priorities.
- **Legal Compliance:** Ensure regulatory compliance with federal, state, and local requirements relating to advocacy and charitable organizations.



### **Qualifications**

- Strategic policy and advocacy experience that could include: running issue-based campaigns, managing coalitions, working in public service
- Experience successfully managing multiple projects in a fast-paced and high-performing organization
- Knowledge of the Atlanta policy and advocacy landscape or strong interest and ability to develop it quickly
- Demonstrated ability to build strong relationships across lines of difference, including with philanthropists, educational leaders, and civic leaders
- Demonstrated ability to raise significant financial support
- Demonstrated track record of operating at a high level and following through on commitments
- Demonstrated ability to proactively communicate critical messages with multiple stakeholders
- Experience managing a startup organization preferred
- Available during nontraditional hours as needed, including nights and weekends

### **Compensation**

Competitive compensation package commensurate with experience.

### **Commitment to Diversity**

We do not and shall not discriminate on the basis of race, color, religion (creed), gender, gender expression, age, national origin (ancestry), disability, marital status, sexual orientation, or military status, in any of its activities or operations. These activities include, but are not limited to, hiring and firing of staff and contractors, selection of volunteers and vendors, and provision of services. We are committed to providing an inclusive and welcoming environment for all members of our staff, clients, volunteers, subcontractors, and vendors.

**Interested applicants may submit a resume and cover letter to Mallory Hutchison by emailing [mallory.hutchison@impactforeducation.net](mailto:mallory.hutchison@impactforeducation.net).**