

## Communications Director Job Description

Interested candidates should submit their cover letter and resume in one combined .pdf file to [careers@redefinEDatlanta.org](mailto:careers@redefinEDatlanta.org). Applications will be accepted until the position is filled. The first round of review will occur on or before August 13. Interested candidates should submit their cover letter and resume in a combined PDF file to [careers@redefinEDatlanta.org](mailto:careers@redefinEDatlanta.org).



### OVERVIEW OF CAUSE & MISSION:

Atlanta is the cradle of the civil rights movement and the economic engine of the Southeast. Yet, for generations, students from low-income communities, particularly Black and Latinx students, have been denied access to a public education of equally high quality as that available to the city's more affluent children. However, conditions for meaningful, positive change in Atlanta do exist, perhaps more so than in any other city in the South. Atlanta has a new Superintendent who has indicated a strong focus on equity, a relatively high per-pupil expenditure rate, and an abundance of human capital. redefinED atlanta is working to harness these conditions more fully and collaboratively to deliver educational excellence and equity to all students.

Our vision is for Atlanta to be a place where every student in every community receives a great K-12 public education. We accomplish this by engaging communities, advocating for equity, and funding critical work to drive systemic level improvement in K-12 public education for students and families.

### OPPORTUNITY & ORGANIZATIONAL FIT:

The Communications Director position represents an exciting opportunity to join a mission-driven, committed, and high-functioning team. The person selected for this role will be a part of a thriving organization and community of dedicated stakeholders acting with urgency to realize equity and excellence in education. We are a small, horizontal, and entrepreneurial team whose energy and creativity is elevated when we work shoulder to shoulder together. We also enjoy a diverse, aligned, and deeply engaged board whose support and influence make our work better and easier.

### JOB SUMMARY:

The Communications Director is responsible for leading and supporting communications strategies for external audiences and redefinED atlanta's owned channels. In partnership with the Vice President of Impact and External Relations, this position plays a vital role in championing citywide awareness about K-12 public education, synchronizing redefinED atlanta stakeholders' engagement, and ensuring messaging consistency and efficacy across all touchpoints to support fundraising and drive organizational priorities.

Above all, the Communications Director must firmly believe that Atlanta can be a place where every student in every community receives a great education. They must be a values-driven entrepreneur with a relentless, “whatever-it-takes” attitude and work ethic, willing to take the initiative, be flexible, and meet tight deadlines. They must be a champion for Atlanta that is invested in catalyzing a positive trajectory for students and families facing the deepest inequities and increasing access to great K-12 public schools.

## **CORE RESPONSIBILITIES CRITICAL TO ROLE:**

### *Communications*

- Collaborate with the Vice President of Impact and External Relations to develop strategic communications plans that effectively drive city-wide awareness of K-12 public education in Atlanta and communicates redefinED’s mission, values, priorities, and impact
- Generates messaging for internal and external stakeholders; including donor appeals and development materials
- Manages the development, distribution, and maintenance of all content including, but not limited to, newsletters, brochures, organization’s website, and social media channels
- Executes proactive and rapid-response data-driven advocacy campaigns, monitors KPIs, and provides insights for future campaigns
- Coordinates and executes events and convenings with a variety of stakeholders
- Supports media and external vendor relationships as needed

### *Capacity-Building and Campaign Management with Partners*

- As requested, provides guidance and consultation to grantees regarding communications plans and strategies
- Coordinates with coalitions and drives collaborative communications efforts
- Manages and monitors grant deliverables and partner progress to cultivate a content pipeline, gain an understanding of partner work and key initiatives, and report on KPIs
- Engage in thought partnership with education organizations and serve as a capacity builder in helping organizations more effectively execute on telling their story
- Additional duties as assigned

## **SKILLS & ABILITIES WE EMBRACE ON OUR TEAM:**

- Demonstrated commitment to working with diverse communities and building strong relationships
- Minimum of 5 years of relevant professional experience in digital or political/advocacy communications
- Experience in a related field, such as education, communications, journalism, public relations, or political science
- Superb written and oral communication skills (candidates selected to interview will be required to complete written performance exercise)
- Strong attention to detail and proofreading skills

- Proven results in implementing strategic communications plans, managing social media platforms (Facebook, Twitter, YouTube, Instagram, etc.) and analytics technologies to engage a diverse audience
- Familiarity with CRM platforms and basic HTML (WordPress, etc.)
- Specialized experience, a plus – work in K-12 public education, an intermediary organization on a national scale, or political advocacy campaigns

**MINIMUM COMPETENCIES:**

- A level of integrity compelling enough to bring diverse groups together, to confront brutal facts, and to inspire action
- Ability to work effectively, maintain a calm and competent demeanor under pressure, including leaning into the concept of “other duties as assigned” to support our team
- Ability to operate with less-than-perfect information and limited resources
- A self-motivated and detailed oriented individual, confident in their abilities and comfortable working in an autonomous environment

**COMPENSATION**

The salary range for this position is \$75,000-\$85,000 and includes full benefits. Compensation is commensurate with experience and includes a base salary and full benefits package.

**COMMITMENT TO RACIAL EQUITY AND INCLUSION:**

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 staff members, clients, volunteers, subcontractors, and vendors.

Furthermore, as an organization, redefinED atlanta commits to:

- Attracting and retaining staff with diverse identities, backgrounds, and lived experience in public schools and the public school system
- Further diversifying our board to include deeper lived experience and perspective from public school parents and under-resourced communities.
- Creating an inclusive working culture that celebrates difference, promotes universal belonging, and fosters ongoing learning and personal growth