



Director, Bay Area Communications

Posted: June 2016

Location: Bay Area required

Overview

Work directly with the Director, Media Relations and Public Affairs to plan, organize and direct a highly visible and proactive program of communications extending to the California Charter School Association's (CCSA) key stakeholders. Lead CCSA's Bay Area communications and community outreach efforts. Provide communications planning, materials and support on key Association teams, initiatives, and priorities. Support the Association's mission through strategic and effective communications efforts.

Essential Responsibilities

- Lead our grant-funded branding, communications and advertising work in the Bay Area to enhance public opinion, support and awareness and deepen knowledge of charters creating tangible links to advocacy wins and dispelling inaccurate myths about the charter school movement.
- Plan, develop and execute a comprehensive communications program to support the Bay Area policy and advocacy priorities, parent and community engagement and member communications.
 - Develop and execute a strategic communications and media outreach plan that focuses on key regions including (but not limited to) Oakland, West Contra Costa, Richmond and San Jose.
 - Write op-ed articles; organize editorial board meetings; coordinate interviews; and respond with letters to the editor as appropriate. Maintain a list of charter leaders, teachers, and parents who will speak to media and conduct communications efforts. Conduct outreach to ethnic publications including Spanish-language media.
 - Strengthen CCSA's ability to regionally generate and track "just in time" or "strategic" media wins including creating messaging and materials that allow CCSA to proactively and reactively respond to issues and priorities that are school-based, regional-based or movement-wide based.
 - Maintain extensive media database and maintain/build strong relationships with the media regionally.
 - Coordinate, write and distribute timely information to key stakeholders regarding priorities, programs, events, and other efforts via multiple methods. Ensure accurate and timely dissemination of information.
 - Develop collateral for the website; create or update fact sheets; prepare talking points and other communications materials.
 - Provide support for the regional paid advertising, video and social media programs campaigns.
 - Track and report ongoing media metrics for grant reporting purposes.
- Engage the broader Bay Area charter school community and empower charter school leaders, teachers, parents and supporters to tell their own stories in ways that build support for charter schools and the movement's advocacy priorities. Identify regional success stories for proactive media outreach. Create collateral and training materials and provide opportunities for charter speakers at community events.
- Provide general communications and media relations support to Bay Area member schools. Support existing member schools in positive and proactive media outreach (i.e. national rankings, etc.). Provide guidance/advice during crisis. Share best practices with charter schools in the region.
- Support the Association's overall communications objectives.
 - Increase public awareness and support of charter public schools including: the positive impact charter school growth has on communities; facilities challenges charter schools face; the need to maintain charter school flexibility and autonomy; and that high levels of academic accountability are an essential part of a healthy charter school movement.
 - Write, edit and/or review Association E-newsletters and other materials.

- Provide communications and media relations training to employees and members.
- Facilitate cooperative relationships with educational, public sector, and community organizations as well as other opinion leaders to project a positive image of the charter movement and CCSA.
- Consult with and advise Association staff on the most effective means of informing stakeholders and staff on matters of particular interest and sensitivity.
- Visit charter school sites to identify stories to share through a variety of communications means.
- Perform related duties as assigned by the Director, Media Relations and Public Affairs or designee.

Required Qualifications

- Education: bachelor's degree in journalism, communications, public relations, marketing or related field.
- Experience: 7-10 years of experience in public relations, communications or journalism work.
- Strong writing; correct English usage, grammar, spelling, punctuation and vocabulary.
- Advanced techniques in communications as well as web, video and social networking strategies.
- Willing and able to work from home or personal office in the Bay Area, but also travel within the Bay Area region.

Preferred Capabilities

- Bilingual (Spanish) is preferred.
- Knowledge of the education reform landscape in general and charter schools in particular.
- Public relations accreditation with the PRSA Universal Accreditation Board is preferred.

Ability to:

- Communicate effectively and persuasively both orally and in writing.
- Balance working as a team member with independent work with minimal supervision.
- Multi-task and complete work with multiple interruptions.
- Analyze situations accurately and adopt an effective course of action.
- Analyze data, including media coverage analytics and to make data driven recommendations and decisions.
- Establish and maintain cooperative and effective working relationships with others.
- Value risk taking and innovation.
- Present information regarding priorities/initiatives in a proactive, complete and media-sensitive way in multiple formats (e.g., print, online, video, etc.)
- Plan and organize work. Meet schedules and time lines.
- Train others in communications and media relations strategies.
- Operation a computer and appropriate software. Learn and transition to new technology quickly and easily.

How to Apply

Please send, cover letter, resume, and 1 or 2 writing samples, as **one PDF or Word document**. The cover letter should answer the following questions:

- What is it about our mission that resonates with your experience and/or interests?
- What makes you an exceptional candidate for this position in particular?
- Where did you learn about this opportunity?

Save the document as "your first name and last name" - Director, Bay Area Communications, and email it as an attachment to: Resume_vuifccr5h3h0awnc@u.box.com

Please do not write anything on the subject line or in the email body.

This position will be open until filled.

Pursuant to the San Francisco Fair Chance Ordinance, we will consider for employment qualified applicants with arrest and conviction records

