



GO Public Schools West Contra Costa Communications Manager

Position Summary

GO Public Schools West Contra Costa is seeking a Communications Manager to ensure that our organization is effective at communicating with the West Contra Costa community and our network of parents, educators, and community members.

A key goal of the organization is to build a network of informed and active education advocates, and our communications are a key point of contact to build and continually engage this network. This person must excel at written communications for public audiences, and be very comfortable creating and managing online communications (email, web, social media).

Our work environment is fast paced, and the ideal candidate must be a natural self-starter who can manage multiple projects and work streams, has an extraordinary attention to detail and a collaborative work ethic. This position is available immediately.

Responsibilities

- **Creating and Publicizing Clear and Compelling Communications** – Creating informational documents and tools to share with our network about key issues in WCC public schools. Curating and making available resources that become immediate value adds for educators and families. This includes managing and executing our social media platforms, website content, blogs, and newsletters. ([Click here for a blog example](#))
- **Building a Network of Engaged Followers** – Using various communications strategies and best practices, this person will grow a WCC network of informed, engaged constituents through various digital mediums (i.e. email, social media). This person will collaborate with other team members to develop goals and metrics for measuring progress to goals (e.g. number of followers, user actions/engagements, etc.).
- **Telling our Story** – Writing website, email, and print copy to support our community priorities and tell the story of the people, role, and impact of GO. This includes interviewing key people involved in our work and seeking out compelling stories.
- **Strengthening Organizational Brand** – Creation and upkeep of marketing tools that represent the organization and its values. This includes email templates, visual appeal of website content, organizational brochures, newsletters, etc.

- **Social Media** – Managing and taking to the next level our social media program, particularly Facebook and Twitter, to engage the public and build the knowledge and participation of West Contra Costa families and educators in decisions about our public schools.
- **Media and graphics** – Creating and managing web pages, infographics, photographs, videos and other multimedia about GO and community campaigns, and working with vendors as appropriate.

Candidate Profile □

The ideal candidate for this role will have the following characteristics:

Necessary Characteristics

- **2-5 Years Professional Experience**
- **Strong Written and Verbal Communication** – This person is above average in their ability to write compelling and clear content.
- **Marketing Sense** – This person has experience influencing and motivating others and has a sense of what will and will not work in written and verbal communication.
- **Social Media Maven** – She or he loves using social media and has experience doing so regularly (either personally or professionally).
- **Goal-Oriented and Organized** – This leader sets and uses goals to help colleagues, teams, partners, and volunteers work toward that vision. She/he is motivated by goals as a tool to make sure we are spending time wisely. This leader must have strong follow-through supported by excellent organizational systems.
- **Data-Driven** – She or he seeks to collect and use data to make decisions in various components of their work.
- **Strong Judgment** – Communication can be tricky when issues are emotional and/or complicated. This person has great judgment and the ability to make strategic decisions about what, when, whether, and how to communicate.
- **Personal Responsibility** – This person has a high level of personal responsibility for their work and believes that they can improve their leadership skills over time, so they are eager to ask for and receive feedback.
- **Culturally Competent** – This person articulates their thoughts about race, class, and privilege in a culturally sensitive and respectful manner.
- **Team Player** – This leader will excel in a small-team environment that requires team members to wear many hats and support each other's work (e.g., have "all hands on deck" for a particular project or event).
- **Intermediate Technology Competence** – He or she has experience with common communications tools and can learn how to use our internal technical systems quickly (i.e. Mailchimp, Salesforce).
- **Deep Communications Interest** – This person loves working in communications and aggressive about professional development. They follow the field and are full of ideas for improving our communications impact.

- **Familiarity with/Experience with Education** – This person has an interest and some experience with the education field, and/or demonstrates a strong track record in researching and learning a new field.

Desirable Characteristics

- Bilingual - English and Spanish

Application Requirements

Send a resume and cover letter addressed to Richard Pelayo at wcccommunicationsmanager@gopublicschools.org. Application materials must be submitted as attached documents and saved in the filename format LastName_FirstName_Resume.pdf or .doc with no spaces in the filename (use ONLY underscores in place of spaces).

Benefits and Salary

The salary range for this position is \$48,000 - \$62,400. In addition, a comprehensive benefits package is offered, including:

Healthcare

- Healthcare (health, vision, and dental) provided at 100% for employees and 75% for dependents
- Healthcare plan options - choose between Healthnet or Kaiser
- Flexible Spending Account (FSA) and Dependent Care Account (DCA)

Time Off

- 2 weeks of observed holidays annually
- 2 - 3 weeks of paid time off (grows with years of experience at GO)
- 2 additional weeks of time off during the winter break
- 6 weeks of 40% pay for all new parents (to supplement State of California Paid Family Leave and/or Disability benefits)

Other Benefits

- Simple IRA retirement plan with up to 3% annual salary match
- Paid life and long-term-disability policy
- Paid office parking
- Up to \$75/month in cell phone reimbursement
- Paid professional development opportunities

Anti-Discrimination Policy and Commitment to Diversity

GO Public Schools seeks individuals of all racial and ethnic backgrounds to apply for this position. We are committed to ensuring diversity within our organization and network, as we want to engage all those who can contribute to this effort. □

About GO Public Schools West Contra Costa

GO Public Schools West Contra Costa is a newly launched organization supports a coalition of families, educators, and community leaders from district and charter public schools in Richmond, San Pablo, El Cerrito, Pinole, and Hercules, who share a vision of a West Contra Costa County where every child receives an education that prepares them to succeed in life and work in the 21st century.

This new local organization is affiliated with GO California and leverages the experiences and practices of [Great Oakland Public Schools Leadership Center](#), which has successfully been impacting education policy and outcomes in Oakland, California since its inception in 2008.