



Communications Associate

West Contra Costa County, CA, US

Job posted by [Education Matters - West Contra Costa](#) on June 2, 2016

Education Matters is a not-for-profit organization that exists to ensure there will be highly effective leaders who are informed, aligned around – and accountable for – an excellent public education for all students in West Contra Costa (CA), with a particular focus on Richmond. We do this by providing reliable information, especially as it relates to school board leadership, around educationally and fiscally sound decisions for our students. We're a resource for unbiased data and support that education organizations need as they work to create change.

Education Matters envisions a West Contra Costa where our leaders are united in driving toward an excellent school for every child in every neighborhood in our community, enabling all our students to reach their full potential.

Our Communications Associate will be responsible for helping Education Matters act as an effective watchdog. This individual will generate content that ensures community-based organizations and their constituencies know what decisions are being made by educational leaders and the context and facts around those decisions. This is an opportunity to reframe the conversation around education in West Contra Costa by ensuring community leaders have the information needed to support, and hold accountable, those who are making decisions that impact the community's youth.

The Communications Associate will report to the Director of Advocacy & Engagement.

Responsibilities

Act as a data-driven "Citizen Journalist" keeping tabs on the West Contra Costa Unified School District (70%)

- Follow both issues-of-the-day and bigger-picture issues, always with a focus on sound educational and fiscal decision-making
- Write short, fact-based articles for publication on Education Matters website explaining the goings-on in WCCUSD (and, as needed, the cities that make up the District) for an audience of community leaders and general community members
- Acquire a deep understanding WCCUSD context, structure and personalities
- Fact-check statements made by public officials
- Attend relevant WCCUSD School Board meetings, committee meetings, and community events

Administer Education Matters' online presence (20%)

- Keep website (to be launched Summer 2016) content up-to-date and fresh
- Operate Facebook page and Twitter account in a respectful way that promotes fact-based transparency

- Monitor website analytics and make recommendations for maximizing reach

Other communications duties as needed (10%)

- Provide capacity for other special projects as needed

Qualifications

First and foremost, we are looking for a fantastic writer who can efficiently translate complex material into digestible, bite-sized copy. This individual should have an unyielding belief in the potential of all children to succeed regardless of their background, in the potential of great public schools to be a primary lever for ensuring young people achieve, and in the potential of strong leaders to create the conditions for success. We want a results-driven individual and deep believer in community and the importance of empowering historically disenfranchised voices to be part of co-creating a system where there is an excellent public school in every neighborhood.

- At least 2-3 years' experience where external-facing writing was a primary job responsibility (communications, journalism, etc.), or equivalent experience
- Deep familiarity with West Contra Costa, including current residency, a plus; deep familiarity with WCC education an even more significant plus
- Experience analyzing data and utilizing data in communications
- Experience managing organizational social media accounts
- Familiarity with Wordpress a plus
- Ability to manage a nontraditional work schedule that includes approximately one evening event per week, occasionally more
- Intentional listener, eager to lift the voices of parents and students and able to speak respectfully with civic leaders, including elected officials
- Innovative, entrepreneurial and hopeful mindset
- Access to a car, and a valid driver's license
- Bachelor's degree required

Competitive salary and full benefits available

Note: The Education Matters offices are BART accessible

TO APPLY: Please send resume and cover letter and one writing sample (no longer than 1 page) to Elliot@ed-matters.org

Education: 4-year degree

Employment type: Full time

Professional level: None specified

Job functions: Public relations, Communications, Public policy, Education, Advocacy

West Contra Costa County, CA, US

Education Matters - West Contra Costa



Areas of focus: Community development, Education, Politics, Civic engagement, Advocacy

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October 19: San Francisco, CA

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