

Director of Communications

Democrats for Education Reform, a national political organization that supports elected Democrats and candidates for office who seek to expand policies and practices that work well for America's students and confront those that do not, seeks a Director of Communications.

The Director of Communications, in collaboration with our national leadership team and state chapter directors, will devise and execute effective communications strategies that amplify the organization as a leading champion for students and educational equity - both nationally and locally (in the states where we have chapters), and help advance our political and policy agendas. The Director of Communications oversees a small team of staff and consultants.

This is a leadership role, responsible for achieving all of DFER's communications goals, with two primary objectives:

Increase and expand DFER's influence:

- Significantly increase DFER's positive, earned media in influential media outlets, both nationally and in our states, with a focus on left-leaning and progressive audiences; including raising the profile of DFER's national senior leadership and state chapter directors.
- Build strong relationships with reporters, editorial boards and other influencers such that they regularly seek our perspective on major education issues/stories in key markets.
- Expand our reach and spread our message via social media campaigns , paid media, podcasts, coordinating staff for conferences and high profile speaking opportunities

Help DFER to achieve its programmatic goals:

- Write dynamic and persuasive communications materials – including press releases, op-eds, remarks, briefing materials, video scripts and more - in support of achieving our programmatic goals
- Identify opportunities to support national and state-based initiatives and develop communications materials and programs to promote and publicize these activities
- Ensure an overall consistent organizational narrative and brand while promoting/adapting for the local context of our state chapters

The ideal candidate will possess the following qualifications and skills:

- Several years of **relevant communications experience**, including experience securing earned media and ideally including managing others to achieve communications goals. Pre-existing relationships with national outlets, education media and/or political reporters, a plus.
- **Exceptionally strong writer**: produces persuasive and error-free writing for a variety of audiences
- **Results orientation**: track record of setting and achieving goals and a bias for action and producing results; thinks metrics are inspiring, not distracting; perseverant in the face of obstacles
- **Relationship building**: able to connect with individuals and build trust with and influence a wide range of stakeholders from diverse backgrounds, including reporters, our internal leaders (national and state-based), funders and others
- **Project management**: manage multiple projects without dropping balls; backwards plan and anticipate obstacles; identify and involve stakeholders appropriately; use resources wisely
- **Strong knowledge of education reform and commitment to our mission**: can articulate the central conflicts and political challenges in our work and how those relate to communications strategy; interest in education politics and advocacy on both a national and state legislative level. Understanding of our key policy areas: choice, accountability, human capital, resource equity, and high school to higher ed quality and affordability.
- **Strong commitment to racial and social justice**
- **Experience with elected officials, political campaigns and candidates** a plus, not a requirement

Location: This role will be based in NYC and will include occasional travel.

Compensation: Competitive salary, commensurate with experience. DFER is proud to offer excellent benefits: health and dental coverage; life insurance; short- and long-term disability; 401K with a match plan; flexible spending/benefits plan; holidays and vacation.

Commitment to Diversity: Democrats for Education Reform seeks individuals from all backgrounds to apply for this position. DFER continuously ensures that an equity lens and a specific focus on diversity, equity, and inclusion is present in each aspect of our work and embedded into our organizational fabric.

How to Apply: Please apply as soon as possible, even if you are not available to start immediately. All applications are held in strict confidence. Interested applicants should

send resume, cover letter and at least three professional references (references are not contacted until you have had a successful interview and are notified) to: