



ROLE: Deputy National Communications Director

LOCATION: New York, NY

START DATE: ASAP

Democrats for Education Reform is 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.

The deputy national communication director will report to the national communications director and will support effective communications strategies that amplify the organization's brand as a leading champion for students and equity. This role will work with the national communications director to manage the daily operations of the team and to support organization's state chapters in crafting and executing effective communications strategies in DFER's seven states and the District of Columbia.

Specifically, we are seeking someone who will:

- Help create and implement a long-term strategic communications program that is designed to develop and reinforce our role and reputation in the Democratic Party.
- Implement a day-to-day communications strategy that will enhance our profile, advance our national message, and further our policy and political leadership.
- Coordinate closely with internal leadership to execute communications activities that leverage organizational activities and opportunities in the news cycle.
- Support creation of communications materials.

Major job duties would include:

Earned Media

- Assist in developing earned media strategy and story pitches.
- Monitor and respond to media requests.
- Build and manage targeted press lists; establish ongoing media relationships.

Messaging and Content Development

- Draft dynamic and persuasive communications materials that require minimal editing— including press releases, op-eds, remarks, briefing materials, video scripts and more.
- Identify opportunities to support national initiatives and develop communications materials and programs to promote and publicize these activities.

Team Management

- Serve as a support for national team and each of our eight state chapters.
- Help manage outside consultants.

Qualifications include:



- The ideal candidate will be assertive, with an interest in proactively building the profile of the organization and its leaders and pitching day-to-day stories as well as building long-term narratives. Candidates should possess a strong racial and social justice lens.
- At least 5 years of relevant communications experience.
- Strong written and verbal communications skills.
- Strong ability to work autonomously and creatively under deadlines.
- Proven experience developing and executing communications plans, with a strong emphasis on earned media outcomes.
- Dedication to our mission and commitment to policy reforms that will improve educational opportunities for all students, particularly students of color and low-income students.

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: victoria@dfer.org.