



ROLE: Deputy State Director – New York

LOCATION: New York, Flexible

START DATE: August 2020

REPORTS TO: New York State Director

#### ROLE OVERVIEW

Democrats for Education Reform-NY (DFER-NY) seeks a Deputy State Director to provide critical, high-level support to the NY State Director, particularly in the areas of fundraising, communications, external and donor relations, and policy support. This role is ideal for someone who thrives in an entrepreneurial, flexible, and occasionally high-intensity environment.

#### ABOUT DEMOCRATS FOR EDUCATION REFORM

Democrats for Education Reform was founded in 2007 by a group of activists and entrepreneurs in order to address the persistent and growing achievement gap in America's public schools, as well as the social, cultural, and economic crises that education inequality perpetuates. The NY branch launched with the goal of supporting Democrats in the state who promote excellence and equity in public education. Given the complexity and local nature of education reform, DFER's approach is designed to work at multiple levels, including policy, public engagement, electoral and issue advocacy, and targeted outreach in order to unite elected officials in their vision for reform. DFER works to elect, educate, and empower elected officials to advocate for substantive reform, ultimately shaping education policy.

#### KEY RESPONSIBILITIES

##### Fundraising

- Research potential donors to gain insight into needs, beliefs and donation habits to understand how to position our organization to them
- Assist in brainstorming and creating new methods to raise funds for our organization
- Leverage technology and social media to improve fundraising activities
- Build upon existing donor relationships and form new donor relationships on a regular basis

##### Political and Electoral

- Assist in developing a strategy to elect, re-elect, and cultivate candidates and elected officials that would serve as leaders on equity and excellence in education
- Assist in the direct support of elections or management of independent expenditure committee work

- Build and cultivate relationships with coalition partners and Democratic entities
- Build and cultivate relationships with elected officials and their staff

#### Policy Analysis and Communications

- Monitor education policy changes and proposals in the legislature as well as education news and key issues in the State
- Draft press releases and statements on relevant policy and political issues as they arise in consultation with the national communications team
- Draft research briefs and analysis for external parties, e.g. government officials
- Assist the NY State Director in establishing and cultivating working relationships with key staff members at relevant government agencies, e.g. provide briefing materials, analyze legislation, and make connections with key constituents (e.g. teachers, principals, parents)
- Manage social media accounts on behalf of the chapter, and create a biweekly newsletter to supporters and allies

#### Administrative Support

- Assist with scheduling high-level meetings, prioritizing projects/tasks
- Provide ongoing development/fundraising support, e.g. drafting grant proposals and reports, assisting with donor communications, conducting donor research, event planning
- Assist in developing an events strategy to engage local stakeholders
- Manage planning, logistics, outreach, and communication for all chapter events
- Work with coalition members and partners to plan and execute joint events as needed
- Work with the Finance and Operations teams to manage DFER compliance and required finance reporting
- Support the launch and management of a local advisory board

#### DFER NY QUALIFICATIONS

- Bachelor's degree required
- Excellent communication skills, both verbal and written
- Strong research and analysis skills
- Track record of successful project management
- Ability to establish and maintain effective working relationships with gov't officials & their staff
- Willingness to be flexible in an entrepreneurial and intense work environment
- Passion for DFER's mission and vision

#### COMPENSATION

Salary for this position is competitive and depends on prior experience. A comprehensive benefits package is included.

#### COMMITMENT TO DIVERSITY

Democrats for Education Reform is an equal opportunity employer and encourages individuals of all ethnic and racial backgrounds to apply for this position. We are committed to recruiting a team that reflects the diversity of NY's public schools.

#### HOW TO APPLY

Please apply even if you are not available to start immediately. All applications are held in strict confidence. Interested applicants should send a resume and cover letter to [nyjobs@dfer.org](mailto:nyjobs@dfer.org).