



ROLE: Director, Greater New Orleans
LOCATION: New Orleans, Louisiana
START DATE: Immediately
REPORTS TO: Louisiana State Director

WHO WE ARE

Democrats for Education Reform (DFER) 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. We are education progressives who prioritize students and families, especially low-income students and students of color who should be better served by our country's public education system.

DFER partner **Education Reform Now Advocacy (ERNA)** is an advocacy group that advances education reform measures through empowering community leaders to support our legislative and political advocacy work. ERNA keeps constant pressure on legislators to champion high-quality public education.

DFER partner **Education Reform Now (ERN)** is a nonpartisan think tank that promotes increased resources and innovative reforms in K-16 public education, particularly for students of color and students from low-income families.

ROLE OVERVIEW

DFER Louisiana seeks an individual with in depth political and policy experience to take on the role of Director, GNO Region. This role is ideal for someone who has political experience and who thrives in an entrepreneurial, flexible, and sometimes high intensity environment and is able to build and manage relationships.

DFER has been successful in electing education reform champions to local school boards in New Orleans and Baton Rouge, the Board of Elementary and Secondary Education (BESE) and the state legislature. We have also worked with the reform coalition to block anti-reform legislation and promote legislation that benefits students. The Director, GNO Region joins DFER Louisiana at a pivotal time, when the organization has already embarked on significant work supporting Democratic leaders in New Orleans as they have unified all schools under NOLA Public Schools. With the 2019 and 2020 elections, we protected and grew the New Orleans delegation that supports this work as well as legislation that better supports students in New Orleans and statewide. It's critical that we support policy development, political infrastructure and a communications strategy in this region and provide ongoing counsel and support to elected leaders and stakeholders.



The Director, GNO Region will be responsible for cultivating relationships with Democratic elected leaders in New Orleans, developing, monitoring and advocating for policy developments, supporting progressive policy that aligns with our five core policy areas, engaging with and supporting New Orleans coalitions in which we partner and representing DFER in New Orleans at events, governing meetings and more. In this role, the Director, GNO Region will also implement a candidate recruitment strategy internally and with partners. The Director, GNO Region will also support candidate work throughout the 2021 election season and beyond, including training on messaging, campaign development and preparation for key campaign events. The Director, GNO Region will also organize volunteers to support candidates and recruit community leaders to join key influencer groups in New Orleans and statewide. It will be critical to work with a wide cross section of partners in this effort. The Director GNO Region will also work to align on policy support and development as well as political developments around the GNO region. The Director, GNO Region should also be prepared to support on event planning, in the region, legislative session and election season.

KEY RESPONSIBILITIES

Coalition Support

- Participate in regular coalition meetings and calls
- Work with coalition members to communicate with board members on specific policy goals and/or board action and determine next steps
- Provide a summary of coalition conversations and decisions back to the State Director

Communications Support

- Serve as community manager and content creator for all social media accounts
- Produces and distributes monthly e-newsletter(s); builds and maintains email listserv across stakeholder groups
- Draft research briefs and provide analysis for external and internal parties, e.g. government officials and other staff

Policy Advocacy & Stakeholder Engagement

- Attend all NOLA Public Schools meetings and Committee meetings; be prepared to speak on behalf of the State Chapter as needed
- Meet with Democratic members of the NOLA Public Schools members regularly to advance our policy agenda and report feedback and next steps to the State Director, and/or the New Orleans coalition(s)
- Provide an ongoing summary and analysis of the New Orleans education landscape to the State Director on a regular basis

Political Support



- Design and execute candidate recruitment, training and volunteer programs, specifically for the 2020 New Orleans Public Schools board elections
- Assess local and statewide landscape for prime political engagement
- Attend events with local New Orleans elected leaders regularly
- Design and execute regular education events for elected leaders in New Orleans (i.e., annual school tours, election based briefings, fundraisers, etc.)
- Provide an ongoing summary and analysis of the New Orleans political landscape to the State Director on a regular basis

Other

- Assist the State Director in donor meetings by attending meetings, supporting grant reports around the New Orleans work specifically
- Represent the organization at BESE or legislative session on occasion
- Support the Louisiana team on event planning in New Orleans and statewide as needed
- On occasion, assist with administrative tasks

QUALIFICATIONS

- Bachelor's degree required
- 5+ years in political work experience in Louisiana, but preferably the New Orleans region
- Ability to develop and maintain external relationships
- Excellent writing skills, both verbal and written
- Ability to think strategically, critically and creatively
- Exhibits a positive, "can do" attitude
- Excellent interpersonal skills
- Ability to manage a diverse group of stakeholders
- Track record of successfully project management
- Willingness to be flexible in an entrepreneurial and sometimes tense work environment
- Passion for our mission and vision
- Commitment to diversity, equity, and inclusion

COMPENSATION

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

COMMITMENT TO DIVERSITY

Democrats for Education Reform welcomes applications from all backgrounds and strongly encourages women, people of color, people with different abilities, immigrants,



refugees & LGBTQ people to apply for this position. We are committed to maximizing our organization's diversity and recruiting a team that reflects the diversity of America's students.

HOW TO APPLY

Email hr@dfer.org with a resume and a cover letter explaining why you are an ideal candidate for this position.