



**ROLE:** Campaign & Communications Manager – DFER Massachusetts

**LOCATION:** Boston, MA but presently remote. Some regular in-state travel expected.

**START DATE:** January 2023

**REPORTS TO:** Massachusetts State Director

## **ROLE OVERVIEW**

Democrats for Education Reform-MA (DFER-MA) seeks a Campaigns & Communications Manager dedicated to ensuring that all children thrive in public school, with a particular focus on low-income students, students of color, English learners, and students with disabilities. In this role, you will bring your passion for equity to provide support to the MA State Director, in three key focus areas:

- Develop and manage a pipeline of quality statewide political and leadership talent who will seek public office.
- Lead DFER MA's key external communications efforts, including media relations and social media platforms.
- Build and participate in electoral coalitions.

This role is ideal for a collaborative team player who thrives in an entrepreneurial, flexible, autonomous, and occasionally high-intensity environment.

## **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 schools. The Massachusetts chapter launched in 2012 with the goal of supporting Democrat policymakers in the state who promote excellence and equity in public education with a student-centered approach.

DFER partner **Education Reform Now Advocacy (ERNA)** is an advocacy group that advances education reform measures through empowering community leaders to support our political advocacy work. ERNA campaigns for and partners with elected leaders 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 public education, particularly for students of color, students from low-income families, English learners, and students with disabilities.

## **WHAT WE DO**

1. **Support for Progressive Education Leaders** — In an approach that is markedly different from our peers and partners in the field, DFER engages directly with candidates and elected officials to empower them to advocate for education policies that focus foremost on serving students. Our partner organization, Education Reform Now, does work that involves policy research, analysis and education that helps policy makers at all levels understand complex education issues and make informed decisions.

2. **Informing the Education Debate** — Our coalition work reflects the breadth of our policy priorities. We work collaboratively with organizations and our community networks to create public schools that are held accountable to all kids and families.
3. **Targeted Interventions and Rapid Response** — DFER’s reach from the most local district relationships to state and federal policymakers enables us to respond quickly to the changing landscape and policy trends. Activities vary significantly from project to project and may include training, policy analysis, public engagement, electoral and issue advocacy, and policy guidance for elected officials and local advocates.

## **KEY RESPONSIBILITIES**

### Campaign Work

- Assist in developing and implementing a strategy to elect, re-elect, and cultivate candidates and elected officials who would serve as leaders on equity and excellence in education.
- Assist in the direct support of campaigns or independent expenditures, including for municipal, legislative, and statewide candidates and campaigns.
- Build and sustain relationships with legislators and their staff, municipal officials, party leadership, and coalition partners.
- Develop relationships with partner organizations locally and statewide to identify and cultivate potential candidates.
- Design and execute candidate recruitment and training programs, with a focus on MA [Gateway Cities](#).
- Manage all aspects of electoral engagement with final approval by the State Director.
- Revise and maintain the organizational questionnaires for the evaluation of candidates.
- With final approval from the State Director, develop and implement a plan to externally promote DFER’s political agenda and message.

### Communications

- Develop and implement a comprehensive communications strategy, one that positions and differentiates DFER-MA as a leading force for educational equity.
- Act as the media liaison on behalf of the State Director.
- Draft all external communications, including op-eds, press releases, letters to the editor, speeches, monthly email newsletters, and other communications materials.
- Serve as manager and content creator for all social media accounts.
- Monitor media from and about elected officials and candidates who support and oppose the policy goals of DFER-MA.

### Organizational Support

- Support State Director and other staff members as needed in completing grant reports and communicating with funders, especially in communicating DFER-MA’s progress toward electoral and communications goals.
- Assist with developing and implementing events (sometimes in partnership with coalition partners) to engage local stakeholders.
- Work with the national Finance and Operations teams to manage compliance and required finance reporting.

## **QUALIFICATIONS**

- Bachelor's degree required
- Passion for DFER's mission and vision including a commitment to diversity, equity and inclusion
- Direct experience working to elect Democratic candidates and/or working with elected Democratic officials in a professional staff capacity
- Knowledge of and ability to travel to MA Gateway cities (approximately 25% of time)
- Communications experience, including excellent verbal and written skills. Social media experience is a plus.
- Strong research and analysis skills
- Knowledge of Massachusetts education policy
- Ability to develop and maintain effective external relationships, including with members of the media as well as with government officials, candidates, and their staff
- Track record of successful project management
- Ability to think strategically, critically, and creatively
- Willingness to be flexible in an entrepreneurial and sometimes intense work environment
- Ability to thrive with a diverse group of stakeholders
- A positive, "can do" attitude, excellent interpersonal skills, and a sense of humor

**Compensation:** Salary range for this position is \$70,000-\$85,000, commensurate with experience. DFER is proud to offer excellent benefits: cell phone reimbursement, health, vision, and dental coverage; flexible spending plan; life insurance; short-and long-term disability insurance; 401K plan with a match plan; flexible spending/benefits plan; paid family leave; and paid time off (sick time; vacation, all National holidays; a week off around the winter holidays).

**Commitment to Diversity:** DFER welcomes applications from all, and strongly encourages women, people of color, people with disabilities, immigrants, refugees & LGBTQ people to apply for this position. We are committed to maximizing the diversity of our organization and recruiting a team that reflects the diversity of students living in communities we serve.

**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 can [apply here](#). References will be requested in a later stage of the selection process.