



**ROLE:** Vice President of Communications

**LOCATION:** Currently Remote

**POSITION TYPE:** Exempt, Full-time

**START DATE:** ASAP

Democrats for Education Reform (DFER) seeks a Vice President of Communications who will oversee and execute an ambitious communications campaign to support and grow the coalition of Democratic leaders 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.

The Vice President, in collaboration with the Senior Leadership Team, will devise and execute effective communications strategies that advance the organization's agenda and publicly position us as a leading champion for students and educational equity. The Vice President will also support the organization's state chapters in crafting and executing effective communications strategies in DFER's seven states, including the District of Columbia.

Specifically, we are seeking someone who will:

- Lead a pro-active and robust strategic communications program that is designed to advance a student-centered education agenda within 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 state and national leadership to execute communications activities that leverage organizational activities and opportunities in the news cycle.
- Help manage staff, consultants, and vendors effectively in pursuing the organization's communications goals.

#### **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. The New York chapter launched in 2008 with the goal of supporting

Democrat policymakers in the state who promote excellence and equity in public education by legislating 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 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.

## **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 an education system that is 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.

## **Major Job Duties:**

### Earned Media

- Proactively pitch and land news and opinion coverage with a broad variety of national and regional outlets that helps spread our message of progressive educational equity and opportunity.
- Respond to media requests and facilitate preparation and execution of interviews with key staff.
- Build and manage targeted press lists; establish ongoing media relationships.

### Messaging and Content Development

- Develop, workshop and execute effective communications campaigns to amplify our policy agenda and the work of DFER champions nation-wide.
- Ensure we spread our national message through a consistent drumbeat of paid media, digital, video, podcast, conferences and speaking opportunities and other relevant communications channels.
- Write dynamic and persuasive communications materials – including press releases, op-eds, remarks, briefing materials, video scripts—that are able to penetrate the competitive national conversation about education politics and policy, and support our state chapters' agendas.
- Identify opportunities to support national initiatives and develop communications materials and programs to promote and publicize these activities.

### Team Management

- Serve as a partner and leader to the national team and each of our seven state chapters.
- Help build and manage a high performing small team, including outside consultants.
- Oversee and execute communications team processes.
- Ensure that communications team routines engage and gather information from national and state chapters in order to comprehensively and cohesively tell the DFER story.

The ideal candidate will possess the following qualifications and skills:

- 10+ years of relevant communications experience with at least 5 years of project management experience.
- Proven experience developing and executing communications plans, with a strong emphasis on earned media outcomes.
- 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.
- 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.
- Interest in politics and advocacy on both a national and state legislative level. Campaign, or advocacy experience strongly preferred.
- Ability to communicate effectively with colleagues in senior leadership, attention to detail, confidentiality, time management, flexibility.
- A sense of humor and humility, comfort with complexity.
- A strong racial and social justice lens.

**Compensation:** This base salary for this position is \$168,500-\$220,000. DFER is proud to offer excellent benefits: health, vision, and dental coverage; flexible spending plan; life insurance; short-term and long-term disability insurance; 401K

plan with a match plan; flexible spending/benefits plan; paid family leave; paid time off (vacation, sick time, floating holidays, all National holidays, at least one week during the holiday season).

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

Applicants must be legally authorized to work for any employer in the United States and will be required to submit proof of eligibility. We are unable to sponsor or take over sponsorship of an employment visa at this time.