



**A+ Education Partnership
Communications Director
Job Description**

ABOUT THE POSITION

As a member of the A+ Education Partnership advocacy team, the Communications Manager is responsible for increasing the effectiveness of A+'s external communications and supporting the execution of the Every Child Alabama Coalition. This role will be critical to growing A+ Education Partnership's statewide impact, advancing A+'s policy priorities, and continuously improving our external communications strategy.

We are looking for someone who is passionate about creating great schools for every child in Alabama, knowledgeable about the state's political landscape, and experienced in executing a comprehensive communications strategy. The ideal candidate for this position will be creative, strategic, collaborative, and committed to continuous improvement.

ABOUT A+ EDUCATION PARTNERSHIP

A+ Education Partnership is building an Alabama where every child has access to a world-class education, regardless of circumstance. Driven by our relentless belief in every child, we partner with educators, communities, and policymakers to advocate for and expand access to a high-quality education so that every student can thrive. Through our core values, A+ works to center students, act with urgency, listen and learn, expect excellence, and prioritize equity.

A+ provides student-centered, research-based information and the tools and training policymakers and educators need to improve educational opportunities for all Alabama students. In addition to statewide advocacy work and the A+ Student VOICES Team, A+ Education Partnership manages two programs, A+ Best Practices Center and A+ College Ready that work in schools directly with educators to provide support and cutting-edge professional learning. Visit our website to learn more: <http://aplusala.org/>

MAJOR RESPONSIBILITIES

The Communications Director will be based in Alabama and report to the Vice President of Communications and Strategic Initiatives. Their major responsibilities include, but not be limited to:

General A+ Communications Support (45%)

- Create and manage general A+ digital communications calendar, including social media and website updates
- Stay current on education policy, advocacy efforts, and current events
- Pitch and create social media and digital content that is current, effective in garnering engagement, and makes education policy more accessible and easy to understand
- Write and copy-edit blog posts, scripts, and press releases
- Execute minor website management with the support of web developer
- Curate and design the weekly GIST newsletter
- Support external communications for advocacy events, particularly legislative receptions and the Alabama Opportunity Summit
- Support the creation of A+ publications
- Attend and support A+ organizational events

Every Child Alabama (ECA) Coalition Communications Support (45%)

- Support strategy creation and complete related tasks for ECA external communications
- Manage relationship with communications consultant and communicate often about tasks and scheduling
- Create a social media calendar & content with the support of communications consultant and ECA staff members
- Support the creation of the monthly email newsletter
- Support external communications for advocacy events, particularly the Alabama Opportunity Summit, coalition meetings, School Funding Academy, etc.
- Attend and support ECA events

Team and Individual Growth (10%)

- Actively engage in full staff gatherings, team meetings and 1:1 check-ins with your manager
- Support cross-team collaboration, major team projects, and events
- Give real-time, solutions-oriented feedback on organizational initiatives and communications strategies
- Engage in continuous improvement and learning opportunities through professional development, building team relationships, contributing to new projects/tasks, etc.

SKILLS AND COMPETENCIES

- A deep belief in A+ Education Partnership's mission and the potential of every child
- Bachelor's degree (preferred) in communications, public relations, education, political science, or other relevant field
- Detail-oriented, possesses organizational skills, and can balance multiple projects
- Creativity, problem-solving skills, and the ability to make strategic decisions
- Outstanding verbal and written communication skills
- Strong interpersonal skills and ability to work well with a team
- Experience with social media management and website editing
- Proficiency in Canva
- Experience with WordPress is preferred, but not required
- Familiarity with the Alabama policy and advocacy landscape
- Basic knowledge of Google Suite and Asana is preferred, but not required

SALARY & BENEFITS

- \$50,000 - \$60,000, depending on experience and qualifications*
- Blue Cross Blue Shield health, dental, & vision insurance is provided at no cost for individual employees (family coverage is available at a cost)
- Two weeks paid vacation in the first year (prorated from start date to calendar year-end); three weeks paid vacation beginning year two
- One week paid end-of-year holiday between Christmas and New Year's
- Funded participation in company retirement plan after one year
- \$100,000 company-funded life insurance and long-term disability insurance
- \$50 cell phone reimbursement monthly
- Opportunity for a flexible work schedule

QUALIFIED INDIVIDUALS, PLEASE APPLY

Don't check off every box in the requirements listed above? Please apply anyway! A+ Education Partnership is dedicated to building an inclusive, diverse, equitable, and accessible workplace that fosters a sense of belonging. So, if you're excited about this role but your past experience doesn't perfectly align with every qualification in the job description, we encourage you to still consider submitting an application.

A+ Education Partnership is an equal-opportunity employer and will not discriminate, or tolerate discrimination, on the basis of race, color, religion, sex, sexual orientation, gender identity, national origin, ancestry, age, disability, genetic information, military or veteran status, or any other characteristic protected by applicable law.

HOW TO APPLY

Please submit an [application here](#) and attach a brief portfolio of work containing two different writing samples, examples of social media content (e.g., graphics and video content), and an example of other promotional material.