



**A+ Education Partnership**  
**A+ College Ready Program Communications Manager**  
**Job Description**

**ABOUT THE POSITION**

A+ Education Partnership is Alabama’s statewide advocate for student-centered education reform. As a critical role within the communications team, the Program Communications Manager will help create and execute a program-specific communications plan for A+ Education Partnership’s educator professional learning program, A+ College Ready. This role is part of the A+ communications team and will work directly with A+ College Ready program leadership and staff. Responsibilities include materials creation, brand management, relationship management, social media and website management, press relations, data and analytics tracking, and other tasks as needed.

This role is critical to the growth and sustainability of the A+ College Ready program, allowing A+ to reach more students and teachers with our cutting-edge and proven support. We’re looking for someone who is passionate about advancing educational equity in Alabama and experienced in executing a comprehensive communications strategy. The ideal candidate will be creative, strategic, collaborative, and committed to continuous improvement.

This position reports to the Vice Presidents of A+ College Ready and coordinates closely with the Chief of Staff for A+ Education Partnership.

**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/>

### **ABOUT A+ COLLEGE READY**

A+ College Ready is a passionate team of individuals committed to the mission of our organization. The A+ College Ready staff members believe that the work that we do is our chance to make a lasting impact in schools and communities throughout the state of Alabama. As individuals and corporately, we are lifelong learners and education leaders. We are honored and humbled to have the opportunity to support hundreds of Alabama teachers and school leaders who, in turn, impact the lives of thousands of Alabama students. Our team members come from a variety of backgrounds, have unique skill sets, and offer diverse viewpoints. However, we all share a standard of excellence, hard work, and dedication.

### **MAJOR RESPONSIBILITIES**

- Work closely with program leadership and organizational communications team to create and execute both organizational and program-specific communications plans
- Collaborate with program leadership and staff to effectively promote and market program activities
- Help manage the relationship with communications consultant and communicate often about tasks and scheduling
- Complete daily and weekly digital and earned media communications tasks
- Attend program training events and produce digital content about them
- Write and copy-edit blog posts, scripts, and press releases
- Execute minor website management with the support of web developer
- Support A+ logistics staff in creating and ordering branded swag and other promotional items
- Assist in relationship management between external partners and the program (e.g., the Alabama State Department of Education and local school systems)
- Facilitate regular internal discussions regarding program communication strategies and activities
- Other duties as assigned

### **SKILLS AND COMPETENCIES**

- Belief in A+ Education Partnership and A+ College Ready's mission and commitment to improving educational equity



- Bachelor's degree in communications, public relations, marketing, education, or another relevant field
- Ability to travel within the state often
- 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 design software Canva
- Experience with WordPress is preferred, but not required

### **SALARY & BENEFITS**

- \$40,000-\$50,000 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
- Opportunity for a flexible work schedule

\*Starting pay for the successful applicant will depend on a variety of job-related factors, which may include education, training, experience, location, business needs, or market demands. New hires are typically brought into the organization at a salary between the range minimum and the salary range midpoint depending on qualifications, internal equity, and the budgeted amount for the role.

### **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**

Submit an application [here](#). Attach a resume along with a brief portfolio of work containing two different writing samples, social media content examples (e.g., graphics and/or video content), and an example of other promotional materials as a PDF to the application. Hyperlink any external links within the document.