



Senior Manager, Communications

Position and Organization Summary

GO Public Schools is seeking a Senior Manager of Communications to join our statewide team. We are a multi-city organization of local networks, working with families and their champions—educators, school leaders, community leaders, elected and appointed officials—to promote and advocate for equitable public education for underserved California communities. Together, we hold systems and leaders accountable for the outcomes they create for students.

Currently, GO supports networks of leaders in the Fresno, Oakland, and West Contra Costa communities through both GO Public Schools (a 501c3) and GO Public Schools Advocates (a 501c4). GO envisions a day when schools prepare all children for success in our rapidly evolving world, creating an equitable path to opportunity in our communities. GO develops leadership at every level—families, educators, school boards, district leaders and grassroots. These leaders inform and develop community visions for student success, and they shape, demand, and win system changes that improve student learning.

Our next Senior Manager of Communications will be an integral part of GO's central team and will be charged with proposing, designing, and co-creating with organizational leadership and team members a communications strategy that supports short-term projects, multi-year advocacy campaigns, and strengthens GO's brand locally and across the state.

This role will report to our Chief Executive Officer. Our work environment is fast-paced, and the ideal candidate must be a natural self-starter who can lead, coach, and develop our team, nimbly manage multiple projects and work streams, and weigh complex factors and competing priorities to co-create solutions. This talented individual will also have an extraordinary attention to detail and a collaborative work ethic.

Responsibilities include, but are not limited to:

Team and Organizational Leadership:

- Serve as a key member of the GO central team (along with team members for State and Local Policy; Development; Strategy, Talent & Operations) to build and maintain the organization's infrastructure, support strong internal communications, champion GO's core values, and provide quality ongoing support and connection for local teams
- Represent GO with press and other key audiences. Stay on top of developments in the press and social media that involve or affect GO. Manage GO's media relations strategy to generate stories to advance campaigns, creating and pitching stories, authoring media advisories and releases, responding to media inquiries, and developing strong relationships with media representatives

- Coordinate with GO teams to ensure branding and communications strategy is aligned across the organization and that we efficiently and creatively use our organizational resources to further our mission locally and statewide.
- Guide and support communications staff in each GO community to develop and execute short- and long-term strategic communications plans that advance local and state-level advocacy campaigns and strategic partnerships
- Own and steward all aspects of GO's communications platforms including social media, video, blog, web, email, press and traditional media and platform vendors

Strategy and Brand Management:

- Develop and implement communications strategy and messaging responsive to GO's strategic goals
- Proactively lead the central team to develop coherent long-term and short-term communications strategies that strengthen GO's organizational brand and support our advocacy priorities. Support local communications staff to do the same for their teams.
- Thoughtfully contributes to organization-wide policy, advocacy, and fundraising strategy— particularly as it relates to communications and marketing best practices and brand alignment.

Content Creation and Storytelling:

- Ensure stories of GO's leaders and campaign successes are well-told and promoted throughout GO communications platforms (website, blogs, social media, videos, newsletters, talking points and remarks, op-eds, printed collateral, etc.), and write op-eds and other content as appropriate
- Consistently produces high-quality "first drafts" of content that require minimal feedback before publication. Provide editorial and communications support for teammates in the form of ghostwriting and editing by effectively representing the voices of our team members and community members.

Plan, Project Manage, and Execute:

- Execute and project manage central team communications, including drafting and posting print, email, and social media content to support GO's priorities, and to tell the story of the people, role, and impact of GO.
- Effectively backwards plan from annual and quarterly goals to build concrete project plans that keep the team aligned on roles, responsibilities, and timelines to execute communications from start to finish.
- Leverage internal planning tools such as Salesforce, Asana, communications calendars, etc. to manage the team's development of collateral (emails, social media, public reports, policy briefs, etc.).

Data Champion:

- Set ambitious goals for each communication strategy, track key metrics and progress to goals and use data to keep the team informed and on track to reach our broader organizational goals

- Facilitate team and organizational conversations that weigh different approaches and trade-offs, and support the team to reach decisions about strategies, priorities, and tactics that move the highest impact forward with the resources we have.
- Track and report on our progress toward organization-wide and team communications, brand, and marketing goals in addition to communications related grant metrics.

Candidate Profile

Necessary Characteristics

The Senior Manager of Communications will have/be:

- Bachelor's degree in communications or a related field of study.
- 3-4 years of relevant communications experience such as marketing, media relations, and/or journalism
- Excellent verbal and written communications skills, with the ability to write clearly and persuasively for multiple audiences using a variety of methods
- Skilled in website content management, blog writing/promotion, newsletter authorship, and social media marketing and communication
- Experience in developing communications strategy across digital media, including videos, websites, social media, and online advertising
- Ability to set strategy and goals, develop work plans, and manage content development across teams
- Experience building and managing relationships with the media, community, and business organizations. Bay Area, Sacramento, and Central Valley press and/or education experience preferred
- Comfort communicating with a range of stakeholders including families, elected officials, and non-profit leaders.
- This person articulates their thoughts about race, class, and privilege in a culturally sensitive and respectful manner.
- Ability to manage up, laterally, and down across our organization to move projects forward.
- Seeks to collect, use, and regularly update data to make decisions in shaping messaging.
- Ability to communicate complex information clearly in writing and in oral presentations to a range of audiences.
- Self-starter and resourceful problem solver - gets things moving and keeps them on track with high attention to detail; strong project management skills; and exceptional organizational skills
- This person has great judgment and the ability to make strategic decisions about what, when, whether, and how to communicate to multiple audiences.

Desirable Characteristics, But Not Required

- Bilingual: fluent speaker and writer of English and Spanish.
- Energized by networking and building relationships
- Experience in education policy or advocacy is a plus.
- Experience in education - classroom, administration, or education nonprofits is a plus.
- Experience in community organizing or political campaigns is a plus.
- Experience working in Sacramento is a plus but not required.

Mindsets and Skills

- **Culturally Competent** – This person works as a change agent who can articulate their thoughts about race, class, and privilege in a culturally sensitive and respectful manner. This leader also works effectively with multicultural groups in agencies, organizational settings, schools, and communities helping to challenge and dismantle structural and institutional oppression.
- **Values champion.** Motivated by the overall vision and [values](#) of the organization, and a champion of diversity, equity and inclusiveness. Committed to executing strategies and systems that live out these values
- **Team Player.** Excels in an environment that requires team members to wear many hats and support each other's work (e.g., have "all hands on deck" for a particular project)
- **Action-oriented.** Strong personal organization skills -- and quickly moves from plan to action, following through on commitments across different functional areas with an appropriate sense of urgency.
- **Effective problem solver.** Exercises initiative and proactively anticipates potential challenges to identify sound and creative solutions, especially when facing ambiguity.
- **Systems thinker.** Understands political and social systems and how to move change through them. When facing a complex issue, instinct is to break it down into manageable pieces to determine the most efficient and effective solution -- and then prioritize against competing project needs in order to execute effectively.
- **Relationship builder & Influencer-** Success in this role requires building and managing relationships across many different cities and contexts, then motivating others to take action in support of shared goals. This person is skilled at forming meaningful, interpersonal relationships by building trust and being a curious, empathetic listener who consistently demonstrates respect for others.

Application Process

Send a resume addressed to Darcel Sanders at jobs@gopublicschools.org with the Subject Line "Senior Manager of Communications."

Location, Compensation, and Benefits

Employees must reside in the state of California. The Sacramento area is highly preferred. We are also interested in candidates that live within the geographic footprint of our existing sites (Fresno, West Contra Costa, or Oakland). Regular travel to work in person in Sacramento and cities that our teams and individual GO employees call home is required as needed for communications work and full organization programming. Note: all of our staff are currently working either a hybrid or fully remote schedule.

This position is exempt, with an annual salary of \$81,503-\$99,615 depending on experience and geographic location. GO leverages an equity based compensation structure that benchmarks salary by staff location into three tiers: Low, Medium, and High cost of labor geographies within our state. We publish our mid-level cost tier and adjust up or down accordingly based on hired staff location. In addition, an above-market comprehensive benefits package is offered, including:

Healthcare

- Healthcare (medical, dental, and vision) provided at 100% for employees and 75% for dependents
- Healthcare plan options - choose between Anthem PPO, Anthem HMO, or Kaiser HMO
- Flexible Spending Account (FSA) and Dependent Care Account (DCA)

10+ Weeks Paid Time Off Annually

- 2 weeks of observed holidays annually; 5 team floating holidays
- 12 days of accrued sick time per year
- 13 - 18 days of paid time off (grows with years of experience at GO)
- 2 additional weeks of paid time off during the winter break
- Summer and fall breaks aligned with 4th of July and Thanksgiving
- 40% pay for all new parents to match and supplement State of California Paid Family Leave and/or Disability benefits

Additional Benefits

- Simple IRA retirement plan with up to 3% annual salary match
- Paid life and long-term-disability policy (no cost to employee)
- Up to \$75/month in cell phone reimbursement
- Paid professional development opportunities
- Support for new parents that are required to travel with partial reimbursement for accompanying caregiver travel expenses or reimbursement for nursing mothers to ship breast milk home.

Anti-Discrimination Policy and Commitment to Diversity

GO Public Schools seeks individuals of all backgrounds without regard to race, color, ancestry, national origin, sex, sexual orientation, gender identity or expression, religion, age, pregnancy, disability, marital status, genetics, or any other factor that the law protects from employment discrimination to apply for this position. We are committed to ensuring diversity within our organization and network, as we want to engage all those who can contribute to this effort.

About GO Public Schools

[GO Public Schools](#) is a 501(c)(3) nonprofit organization that undertakes policy advocacy and public education efforts. Donations to GO Public Schools are tax-deductible to the extent allowed by law.

GO Public Schools is related to GO Public Schools Advocates, a separate 501(c)(4) nonprofit organization that engages in lobbying, ballot measure, and partisan elections work. Donations to GO Public Schools Advocates are never tax deductible. GO Public Schools and GO Public Schools Advocates - sometimes jointly referred to by the name "GO" - have the same overall missions and share office space and employees. They maintain separate boards of directors. The person filling this position will be hired by GO Public Schools, but on occasion will perform some or all of the duties described for GO Public Schools Advocates.