



Communications Manager Job Description

The Organization

GO Public Schools is seeking a Communications Manager to join our local impact 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 Communications Manager will be a critical member of our local impact team, responsible for helping us broaden and deepen our network of informed and active education advocates. This person must excel at: crafting, designing, and launching a wide variety of communications (including original advocacy tools and resources, as well as reports and publications) on behalf of our organization, and be very comfortable managing online platforms (email, website, social media) and creating hard-copy communications (e.g brand, event, and outreach collateral).

Reporting to the Director of Advocacy and Communications, the Communications Manager will be responsible for our team publishing high-quality content that moves forward policies and practices that support our students and families across our local regions.

Our work environment is fast-paced, and the ideal candidate must be a natural self-starter who can manage multiple projects and work streams and be nimble to changing priorities. The Communications Manager will be able to thoughtfully customize content and messaging for different stakeholders, including families, educators, community members, and community-based organization leaders and partners from diverse backgrounds. This talented individual will also have an extraordinary attention to detail and a collaborative work ethic.

RESPONSIBILITIES

- **Digital and Visual Design**
 - Assist in the management of our local websites ([GO Oakland](#), [GO Oakland Advocates](#), [GO West Contra Costa](#), [GO West Contra Costa Advocates](#), [GO Fresno](#)) keeping the

sites error free and updating them with written content, infographics, photographs, videos and other multimedia about GO and community campaigns.

- Create and manage web pages, infographics, photographs / stock photos, videos, email banners, icons, and other multimedia about GO and community campaigns.

- **Public and Media Relations Best Practices**

- In collaboration with the Director of Advocacy and Communications, keep a pulse of local media coverage and placement opportunities. Develop and work with the Director of Advocacy and Communications to finalize press releases and media alerts to earn coverage of our work.
- Work with the Director of Advocacy and Communications to identify and bridge gaps in our base-building data to ensure that accurate datasets inform our analyses and decision-making. Track email subscriber activity and website analytics to strategize for maximum user engagement (i.e. high open/click rates, low bounce rates, conversions, progress to base-building goals).

- **Marketing and Communication Best Practices**

- Create and curate resources and tools to share with our network about key issues in our local public schools aligned with our policy and political campaigns. Work on communications for our East Bay and Central Valley clusters, including submitting drafts and posting finalized print, email, and social media content to support GO's priorities, and to tell the story of the people, role, and impact of GO.
- Using various communications strategies, and best practices in digital organizing this person will continually grow our network of informed, engaged followers on email, social media, and website. This person will collaborate with the team to develop goals and metrics for measuring progress (e.g. number of followers, actions / engagements, conversions).
- Create and upkeep marketing materials and tools that represent our organization, values, work, and impact. This includes drafting content and design for our local's overall brand collateral, as well as our event- and campaign-specific collateral.
- In collaboration with the Director of Advocacy and Communications, create social media strategy that is connected to our short- and long-term advocacy strategies.
- Manage and continually evolve our social media approach, particularly on Facebook and Instagram, to build our base, engage the public in ongoing dialogue, build leadership capacity among East Bay and Central Valley families and educators, and activate community members for campaigns and calls to action. This includes curating value-add actionable content, strategically boosting key messages via paid advertisements, and leveraging opportunities to engage with key community partners on social media.

CANDIDATE REQUIREMENTS

Necessary Characteristics

- Bachelor's degree or equivalent work experience
- 1-3 years of experience in communications, 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
- 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 strategy and priorities for social media and other communications priorities

- 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 challenges and opportunities to their manager and/or organizational leadership
- A record of achieving ambitious results in a support role
- Proficiency with social media and design platforms
- Experience with website management
- Proficiency in Google suite and Microsoft suite
- Knowledge of and passion for education reform is a plus

Desirable Characteristics, But Not Required

- Bilingual: fluent speaker and writer of English and Spanish.
- Energized by networking and building relationships
- Experience with WordPress
- Experience with Salesforce

Mindsets and Skills

- **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, and passionate about the details.** Exceptional personal organization skills -- and quickly moves from plan to action, following through on commitments across different functional areas with an appropriate sense of urgency. However, also has a strong attention to detail, and knows that executing with quality and precision is the highest priority
- **Effective problem solver.** Exercises initiative and proactively anticipates potential challenges to identify sound and creative solutions, especially when facing ambiguity
- **Systems thinker.** Enjoys creating, implementing and streamlining processes and systems into a seamless operation. 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
- **Influencer.** Can use a combination of active listening and questioning to understand motivations and barriers, and engage others to ensure that all voices are heard in the decision-making process. Able to convey complex and difficult concepts to a wide variety of audiences, and can motivate and influence effectively without having direct managerial control

Application Process

Send a resume addressed to Lexi Lopez Crothers at litjobs@gopublicschools.org with the Subject Line "Communications Manager Application."

Location, Compensation, and Benefits

Employees must reside in the state of California. The Central Valley or Sacramento is highly preferred. Regular travel to work in person in Sacramento and cities that our teams and individual GO employees call home is required as needed for collaboration 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 \$67,900 - \$78,900 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 Sutter PPO, Anthem PPO, 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.