



## Job Description: Strategic Communications Director

Founded in 2016, EdAllies is a Minnesota-based education advocacy nonprofit that partners with schools, families, and communities to ensure that every young Minnesotan has access to a rigorous and engaging education. We advance policies that put underserved students first, remove barriers facing successful schools and programs, and foster an inclusive conversation about what's possible for students.

To learn more, visit: [www.edalliesmn.org](http://www.edalliesmn.org).

### POSITION

EdAllies is seeking a Strategic Communications Director to join our team in January 2019. The SCD leads the development and implementation of outreach, media, and digital engagement plans to advance our brand and advocacy campaigns. Using traditional, social, and emerging media, the SCD engages a broad audience of stakeholders, including policymakers, parents, students, educators, and advocates. The SCD is responsible for both creative leadership and execution of communications strategies and tactics, in a fast-paced role that requires outstanding writing, relationship-building, and project management skills. The SCD will work out of the EdAllies office in Minneapolis.

### RESPONSIBILITIES

Responsibilities include but are not limited to:

- Elevating the stories and voices of students, parents, educators, and other stakeholders through creative and engaging written and visual storytelling;
- Developing strategy and identifying new ideas for effectively using traditional, social, and new media to advance EdAllies' policy advocacy goals;
- Serving as a thought partner to the policy team to develop and implement communications strategies and inform messaging to advance specific policy goals;
- Writing and editing emails, action alerts, press releases, blogs, fundraising materials, reports, etc.;
- Fostering and leveraging relationships with media to ensure EdAllies is a trusted source;
- Developing strong relationships with partners and individual advocates, and providing them with support to advance communications around shared priorities;
- Maintaining a strong digital presence and engaging with followers on Facebook and Twitter;
- Building and maintaining an understanding of the education policy advocacy landscape to ensure informed, targeted communications strategy; and
- Being a strong steward of the EdAllies brand, serving as the team's branding leader and maintaining the organization's positive, consistent external face.

### QUALIFICATIONS

Candidates should possess a strong commitment to EdAllies' mission, and to education equity more broadly. The ideal candidate has:

- Outstanding writing skills, including the ability to convey accurate, persuasive messages to multiple audiences, and from multiple perspectives—all in a fast-paced environment;
- Strong editing skills, and confidence and tact in providing both technical edits and high-level feedback for colleagues, partners, consultants, and guest contributors;

- Relationship-building skills and the ability to authentically engage with individuals from diverse backgrounds;
- Experience in effectively partnering with media to raise public awareness on key issues;
- A visionary and creative approach to communications strategy and campaign development;
- The ability to manage complex communications projects across a highly collaborative team;
- Experience in managing vendors and consultants to produce projects on-time and on-budget;
- Familiarity with tracking digital and media metrics and leveraging them to inform strategy;
- Knowledge of communications, marketing, and media tools (such as WordPress, Mailchimp, Canva, Phone2Action, Salesforce, Adobe Creative, Meltwater, Sprout Social, etc.);
- Basic knowledge of either education and/or public policy;
- A sense of humor, strong work ethic, and willingness to do “whatever it takes” in a fast-paced work environment;
- A record of persevering in the face of challenges, delivering against timelines, and not being intimidated by daunting tasks and time limitations;
- A commitment to integrity (doing what’s right, even when it is uncomfortable), transparency, candor, and collaboration;
- Relevant education or training in communications, marketing, or a related field; and
- 4-6 years of communications experience preferred.

### COMPENSATION

The position pays an annual salary of \$70,000-\$80,000, based on qualifications and experience. EdAllies also provides a competitive benefits package that includes medical and dental insurance, paid leave, and more.

### HOW TO APPLY

Interested candidates should send the following to Andrea Roethke, Managing Director of Strategy & Operations, at [aroethke@edalliesmn.org](mailto:aroethke@edalliesmn.org), with “Strategic Communications Director” in the subject line:

- a cover letter;
- your résumé; and
- your favorite communications product—written, visual, etc.—from your career, along with a short note explaining your role on that product and why you like it so much.

Deadline: The position will remain open until filled, but we’ll give priority to applications we receive by November 5. Initial interviews will begin in early November.

*EdAllies is an equal opportunity employer.*

*We strongly encourage applications from diverse candidates. All decisions regarding recruiting and hiring will be made without unlawful discrimination on the basis of race, color, national origin, ancestry, sex, sexual orientation, gender identity or expression, religion, age, pregnancy, disability, work-related injury, covered veteran status, political ideology, genetic information, marital status, or any other factor that the law protects from employment discrimination.*