



Position: Senior Manager, Communications

Location: Flexible (TX or MA preferred)

Our preferred application deadline is November 14, 2022. Please note that we do not guarantee review of applications received after this date.

Position Summary

At an exciting inflection point, Empower Schools is seeking a Senior Manager, Communications. This role is our first communications-focused position and a reflection of our investment in and commitment to a robust communications function as a key enabler of our organizational success.

As a Senior Manager, you will lead the development and execution of Empower's emerging communications strategy in close partnership with Empower's leadership team. More specifically, your work will include amplifying educator and system leader voices to make a direct impact in the communities we serve and sharing and promoting innovative approaches and exceptional student outcomes that can inspire district, state, and community leaders across the country to transform how school systems operate to better meet student needs.

As part of this role, you will receive coaching, mentorship, and guidance from experienced leaders inside and outside of our organization and work with members of Empower's dedicated team, across the country.

Who We Are

Empower Schools envisions a country where every student – especially those in underserved communities – has the opportunity to succeed in school and life. As a national non-profit, we catalyze innovative solutions by partnering with educators and communities to reimagine local education systems towards more equitable life outcomes for all students. We focus on three key areas:

- **Empowerment Zones-** We work with communities to design and launch sustainable local partnerships that enable transformative district schools. Empowerment Zone educators have the flexibility to make decisions that are right for their students, community, and staff.
- **Rural innovation-** We work with rural communities to forge new partnerships and develop new ways to share resources so that students in rural areas have access to a great education and are equipped for college and career success.
- **Early College and Career Pathways-** We work with communities to create opportunities that lead to postsecondary success for all students. We foster innovative, sustainable, and scalable structures that bridge high school to college and career so



students can get the head start and success they need even before they graduate high school.

To date, we have supported the design and launch of fourteen empowering partnerships across five states, serving more than 28,000 students attending 60 schools.

Who You Are

- You are committed to centering racial and socioeconomic equity in your work by amplifying the voices of local stakeholders from within the communities we serve. You understand the impact of systemic and implicit racism and challenge yourself and others to support transformational outcomes for students across race and class.
- You have a broad communications skillset, are a strong writer, and have experience producing high-quality content for various audiences, channels, and formats (e.g., print and web, press, research, talking points, social media, etc.)
- You are a fast learner with a thirst for knowledge and are excited by spotlighting innovation and sharing information to inspire creative solutions to challenges encountered at the school and system levels.
- You can balance diverse stakeholder needs as they relate to messaging and language and are strategic about customizing communications to meet the needs and context of different communities and stakeholder groups.
- You care about the brand and are willing to take the time to support and coach teammates on everything from elevator pitches to PowerPoint templates to ensure that the organization comes across as consistent and professional.
- You are able to take ideas and solutions from brainstorming to fruition, while engaging and incorporating the perspectives of others.
- You enjoy working individually and as part of a team and are able to quickly and effectively build strong relationships and influence others with your ideas.
- Your strong project management skills allow you to develop and implement complex projects involving multiple stakeholders and tight deadlines to high standards.
- You make time to reflect on your work in order to continually improve your effectiveness, you know how to self-advocate in order to get the support that you need, and you can keep it all in perspective with a sense of humor.

How You'll Help

You will lead on developing and executing against an ambitious communications plan, playing a key role in enabling Empower to most effectively tell the story of our work and the important work of our partners in communities across the country. Your work will vary based on the needs over time and will include the following:

- **Develop and execute a comprehensive and thoughtful communications plan in partnership with Empower's leadership**



- Develop a strong and clear communication strategy with input from teammates and buy-in from Empower's leadership team
 - Create a detailed plan to execute against the communication strategy with clear priorities, owners, timelines, budgets, and milestones throughout the year
 - Facilitate understanding and ownership of the communications strategy and plan across the team
- **Lead the execution of our communications plan across multiple channels and formats**
 - Steward and build Empower's brand and public reputation and promote opportunities to showcase the brilliant work of our partners across the country through the use of multiple channels, including in-house content development, facilitation of conference appearances, earned media, social media, and development of strategic communications partnerships
 - Manage Empower's "day to day" communications (e.g., social media, email newsletters, website), ensuring a consistent voice and brand in all external messaging
 - Work with teammates to create high quality and compelling print and electronic content (e.g., one pagers, presentation decks, flyers, etc.) and ensure that content is accurate, up to date and accessible
- **Lead the execution of special projects aligned to communications plan**
 - Lead the execution of large scale projects, such as an Empower Annual Report or the creation of new case studies
 - Select and oversee communications vendors for special projects (e.g., video production, photography, complex graphic design)
 - Conceptualize ways to effectively tell the story of Empower's direct impact and systemic change, including through communicating and visualizing data
 - Provide communications input and feedback to event leaders to maximize effectiveness of events (note that this role does NOT include event planning)
- **Serve as a communications resource, coach, and thought partner to Empower teammates**
 - Partner with state and program leads to identify and deliver specific communications content and messaging aligned to state and program goals
 - Provide written communication support to team members as needed, including copy-editing and development of a centrally accessible bank of materials
 - Build capacity of teammates through onboarding and regular communications training on topics ranging from messaging practice to branding alignment
 - Own and update our brand guidelines, communications templates, and exemplar resources to enable cohesive branding across the team
- **Additional support as needed**
 - Provide leverage and capacity on additional Empower initiatives as needed



Qualifications

- At least 5 years of relevant work experience
 - Communications expertise required
 - Educational expertise preferred
- Demonstrated interest in and strong alignment with the goals of Empower Schools
- Excellent written, verbal, and graphic communication skills; experience and comfort with Adobe Creative Cloud applications, Google Suite, and Microsoft Powerpoint; creative instincts and a strong visual eye
- Experience and comfort using social media channels such as Twitter, Facebook, LinkedIn, etc. to share high quality and compelling content
- Strong, demonstrated commitment to anti-racism, diversity, equity, and inclusion
- Track record of taking initiative to successfully manage complex projects and initiatives involving multiple components
- Dynamic and effective prioritization skills, enabling strong, on-time completion of multiple projects with shifting timelines
- Must demonstrate a high level of emotional intelligence and able to successfully manage stakeholder relations with partners, external organizations, and education leaders
- Possess an entrepreneurial mindset (i.e., flexible, resourceful, and creative) and deep motivation to drive toward high-quality outcomes with a consistently positive attitude
- Ability to travel within the US (5-10%)
- BA/BS or advanced degree preferred

Salary and Benefits

The initial salary for a Senior Manager is \$85,000 per year. Empower Schools offers a comprehensive benefits package, including health and dental insurance, retirement benefits, life and disability insurance, and flexible spending accounts.

Application

Interested and qualified applicants should submit their application [here](#). The preferred application deadline is November 14, 2022. Please note that we do not guarantee review of applications after this date.

We support equal opportunity and value building the diversity of our team as we grow. We seek individuals of all races, ethnicities, abilities, and creeds to support our organization's work and encourage individuals from historically under-represented backgrounds to apply.