



Communications Manager

THE ORGANIZATION

GO Public Schools is seeking a Communications Manager to join our Oakland team. GO Public Schools is 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. Currently, GO supports networks of leaders in the Oakland, Fresno 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. Under the leadership of our CEO, Darcel Sanders, GO plans to scale its impact significantly, growing its multi-city organization of local networks and overall state platform – impacting 500,000 students by 2030 and fully leveraging the strength of local GO sites to create significant local and state-level policy and political wins. She has selected Maribel Gozalez to champion this vision locally as GO Oakland's Executive Director. Maribel is growing her team of advocacy leaders who unapologetically champion educational justice for Oakland students.

THE OPPORTUNITY AND CHARGE

Communications is one of the most critical ingredients of our work at GO. Our Communications Manager will be a critical member of our team, responsible for helping us broaden and deepen our network of informed and active education advocates. They will be responsible for our team publishing high-quality content that moves forward policies and practices that support Oakland students.

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). This person thoughtfully customizes content and messaging for different stakeholders, including families, educators, community members, and community-based organization leaders and partners from diverse backgrounds..

This is a full time, exempt position that reports directly to the Oakland Executive Director. Our work environment is fast-paced and our local education ecosystem is dynamic, so the ideal candidate must be a natural self-starter who can manage multiple projects and work streams and be nimble to changing priorities. This position is available immediately.

RESPONSIBILITIES

Responsibilities include, but are not limited to:

Write, Project Manage, and Publicize Clear and Compelling Communications

- Create and curate resources and tools to share with our network about key issues in Oakland public schools aligned with our policy and political campaigns (our current multi-year campaigns are [1Oakland](#) and [Budgeting for Impact](#)).
- Execute and project manage all communications, including drafting and posting all print, email, and social media content to support GO's priorities, and to tell the story of the people, role, and impact of GO. Provide editorial and communications support for teammates in the form of ghostwriting and editing.

Strengthen and maintain a clear and compelling brand

- Maintain GO's web presence – Create and manage the [GO Public Schools Oakland](#) and [GO Public Schools Oakland Advocates](#) websites -- keeping the sites error free and update them with written content, infographics, photographs, videos and other multimedia about GO and community campaigns.
- Expand and Deepen Our Network of Engaged Followers – 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 owning the beginning-to-end content and design processes for GO Oakland's overall brand collateral, as well as our event- and campaign-specific collateral.

Shine on Social Media

- 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, Twitter, and Instagram, to build our base, engage the public in ongoing dialogue, build leadership capacity among Oakland 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.

Manage Media Strategy and Press Relationships

- Keep pulse of local media coverage and placement opportunities. Develop and finalize press releases and media alerts to earn coverage of our work.
- Strategically cultivate key relationships with press (in a limited media landscape) while also growing GO Oakland's team's capacity to align around and articulate our key messages. Draft op-eds for GO staff, Leadership Council, and community members.

Supporting Other Key Initiatives and Core Systems for GO Oakland Team

- Supports development of team structures (i.e. team meetings, goal setting, reflection, shared calendar).

- Tracks important metrics and progress to goals to ensure data is accessible and effectively able to inform execution of campaigns and engagement work.
- Supports and collaborates with colleagues across the organization to implement cross-team, cross-functional, and organization-wide strategies and initiatives.
- May coordinate part-time, temporary, seasonal staff or contracted support in service of our community leadership goals.

Other duties as assigned

CANDIDATE REQUIREMENTS

Mindsets and Skills

- **Driven.** You're driven by a deep belief that all kids deserve a quality education, especially those historically and currently denied opportunities and resources.
- **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. You believe deeply that all students can reach their full brilliance and potential.
- **Effective communicator.** Able to effectively convey complex and difficult messages/concepts to a variety of audiences, using the appropriate medium and adapting content and style appropriately to the audience. Can bring disparate voices to the forefront, and is particularly focused on elevating the stories of students, parents and families
- **Action-oriented, but passionate about the details.** Can quickly move from plan to action, following through on commitments with an appropriate sense of urgency. However, also knows that quality and precision in the details can make all the difference in a project's success, and is a confident copy editor and a compulsive fact-checker
- **Effective problem solver.** Able to think critically in order to execute at a high level and make excellent decisions through a combination of data analysis, judgment and experience. Exercises initiative and proactively anticipates potential challenges to identify sound and creative solutions, and 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 motivate and influence effectively across a wide group of stakeholders

Education and Experience

- Bachelor's degree in related area of study or equivalent work experience (high school diploma or GED and four years of work experience) required
- At least 2-3 years of related work experience required, 4+ years preferred
- Excellent written and oral communications skills with ability to communicate effectively with internal and external contacts at all levels
- Excellent copy editing skills to ensure accurate, grammatically correct public-facing communications
- Experience and/or ability to quickly learn web publishing platforms (eg. WordPress, Facebook, Twitter), and management/design tools such as Sprout and Canva.

- Experience and/or ability to quickly learn basic level photo editing and image design, video editing, and HTML coding capability

In addition, the most desirable candidates will have the following:

- Experience in the education sector and familiarity with the Oakland education landscape.
- Bilingual, fluent speaker and writer of English and Spanish

APPLICATION PROCESS

Send a resume and cover letter addressed to Maribel Gonzalez at oaklandjobs@gopublicschools.org with the Subject Line "Communications Manager Application: FirstName LastName" Application materials should be submitted as attached documents and saved in the filename format LastName_FirstName_Resume.pdf or .doc LastName_FirstName_CoverLetter.pdf or .doc with no spaces in the filename (use only underscores in place of spaces)

LOCATION, COMPENSATION, AND BENEFITS

This position is based in Oakland, CA with an expectation of regular travel within Oakland and round the Bay Area. Infrequent travel to other GO sites and Sacramento may also be necessary for organization-wide gathering and professional development. Note: all of our staff are currently working either a hybrid or fully remote schedule due to COVID-19; this position will start as remote with plans to return to an office setting in 2022.

This position is exempt, with an annual salary of \$64,949-\$75,481, 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 salary range and adjust up or down accordingly based on location, experience, and qualifications. 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)

10-12 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.

www.gopublicschoolsoakland.org