

Associate Director, Communications

Start Date: Immediate
Team: Strategic Communications
Location: Brooklyn, NY or New Haven, CT

About Achievement First:

Achievement First (AF) exists to address the legacy of racism in education in America. The mission of AF is to deliver on the promise of equal educational opportunity for all children, as we know that all children—regardless of race, zip code, or economic status—need and deserve access to a great education.

Achievement First, a non-profit 501(c)3 charter school management organization, operates 41 public charter schools in New York, Connecticut, and Rhode Island. Achievement First currently serves more than 15,000 students in historically underserved communities, with over 90% of our students identifying as Black or Latinx. For more information about the Achievement First mission, model, our schools, and team, please visit our website at www.achievementfirst.org.

Summary:

Working with the team lead, the Associate Director of Communications will design and implement Achievement First's external communications and media relations strategy while also supporting internal communications on a small, dynamic team. This role reports directly to the team lead and is an ideal position for a creative problem-solver with a passion for writing and storytelling, and strong experience in communications or journalism.

Responsibilities of the Associate Director, Communications include, but are not limited to:

- Create a copy strategy and serve as the lead writer for various external audiences, including prospective teachers, prospective families, partners, donors and community leaders. Own the written content for all print and digital materials, oversee copyediting and proofreading.
- Together with the team lead, develop and implement the media relations strategy. Lead engagement with members of the media, including facilitating positive news coverage and preparing leaders to respond to media inquiries.
- Analyze the media landscape and devise overall (earned and paid) positive media strategy
- Advise on overall communications response, including crisis communications
- Draft internal-facing copy, including our bi-weekly news blast and newsletters from senior leaders
- Strategize, develop and produce content for online communications properties including the AF website, AF social media channels, AF blog, and other online platforms

Skills and Characteristics

- Outstanding oral and written communication skills
- Excellent organizational and coordination skills, and a strong work ethic; able to manage multiple projects at the same time
- Deadline-oriented, comfortable operating with a sense of urgency while also maintaining an eye for detail and quality
- Creative, and committed to strategic thinking and problem-solving
- Adaptable and flexible in responding to fast-breaking news and day-to-day changes in priorities
- Ability to work effectively both independently as a self-starter and to thrive within a dynamic, small team
- Demonstrable commitment to diversity, equity, and inclusion (DEI)
- Belief in the Achievement First mission and educational model

Fluency in Spanish a plus.

Educational Background and Work Experience

- Bachelor's Degree (or equivalent work experience)
- 3-5 years of relevant work experience, consistently meeting or exceeding performance goals

Compensation

Salary for this position is competitive and commensurate with experience. Additionally, Achievement First offers a comprehensive benefits package.

To Apply

Send resume and cover letter to:

Amanda Pinto

amandapinto@achievementfirst.org.

Achievement First is an equal opportunity employer and an organization that values diversity. People from all diverse backgrounds are strongly encouraged to apply. Spanish language proficiency is a plus. You can learn more about diversity at Achievement First here: <http://www.achievementfirst.org/about-us/diversity/>.