



Hiring Announcement: Communications Specialist

The National Parent Leadership Institute (NPLI) is a parent-informed, non-partisan democracy initiative that partners with parents, community organizations, and government to increase the civic impact of parents, across difference, to build caring, more equitable communities for children. When parent leaders have the opportunity to participate in democracy and in community decision-making, system and policy changes occur that promote social justice and child well-being. **We are hiring a creative, energetic, digitally-savvy, mission-driven quick learner to enhance our communications strategy and impact.**

Responsibilities:

- Expand and implement NPLI's communications strategy
- Lead creation and coordination of communication materials, including website content, blog posts, e-newsletters, brochures, one pagers, storytelling and advocacy videos, press releases.
- Media Outreach: Build broad awareness of NPLI's mission and initiatives, utilizing all media channels. Build media relationships, manage media inquiries.
- Utilize storytelling in communication strategies, including incorporating the stories of the impact of parent leaders in their communities
- Manage marketing calendar, including content calendar
- In coordination with the Director of Operations, assist with preparation and maintenance of materials to support fundraising and events
- Other duties as requested.

Requirements:

- Positive, flexible, problem solver who is a quick learner.
- Previous working experience in communications and marketing
- Strong communication skills including in copywriting, proofreading, and editing
- Excellent writing portfolio that demonstrates ability to develop compelling messaging for various audiences (i.e. for social media, brochures, direct mail appeals, press releases)
- Strong interpersonal skills, including ability to effectively communicate with diverse stakeholders
- High level of computer proficiency including familiarity with Google Apps, MS Office, email marketing software, social media platforms and tools. Experience with design software a plus
- Photo and video editing skills. Experience in web design and content production is a plus
- Takes ownership and initiative, and also thrives in a collaborative environment
- Demonstrated understanding of and commitment to racial equity and social justice
- Successful experience working on a virtual team
- Access to a computer and a strong internet connection
- Able and willing to do occasional evening or weekend work
- Fluent bilingual (Spanish and English) verbal and written abilities are preferred

Location: Remote. With the opportunity to participate in meetings via Zoom and similar, the location is flexible. When not in a pandemic, occasional domestic travel by plane and motor vehicle required.

Salary & Benefits. Salary Range: \$45,000-55,000. **Benefits:** Family friendly work environment with flexible hours. Health insurance, dental insurance, 403(b) match, paid time off.

Application Procedure: Interested applicants should send a resume and letter of interest by February 3, 2021 to Carolyn Lee-Davis at carolyn.parentswholead@gmail.com No phone calls please. For more information on our organization, please see www.parentswholead.org.

NPLI is an Equal Opportunity Employer committed to a diverse workforce.