**DSC Communications Coordinator Job Opening**

**Application Deadline: Thursday 11/30/2017**

**Position Description:**

The Dignity in Schools Campaign (DSC) is seeking a motivated, energetic, and disciplined individual to serve as Communications Coordinator for the campaign. The Coordinator will work collaboratively with the DSC national Coordinating Committee, campaign members and DSC staff to develop a strategic communications plan for the campaign, carry-out our national communications and media strategy, provide support and assistance to local member groups around the country, and manage DSC’s online and multi-media resources. The ideal candidate will be both a planner and a doer-- able to balance communications planning processes, as well as serving as the primary staff person responsible for the day-to-day hands-on follow through.

The Communications Coordinator will work as part of a staff team with the Campaign Coordinator, Field Organizer and Administrative Coordinator based in different parts of the country. Our staff work within a democratic, member-led coalition structure that places affected communities at the center of our decision-making. We value dedication, a collaborative work ethic, and accountability to our grassroots membership bases.

The position can be based anywhere in the United States. The Communications Coordinator will be supervised by the Education Campaigns Director at our coalition anchor organization, the National Economic and Social Rights Initiative (NESRI) based in New York City, in collaboration with the DSC Supervision Committee made up of Coordinating Committee member organizations. Travel to provide training and support to member organizations around the country will be required, as well as some travel to NESRI’s office in NYC.

**Essential Duties and Responsibilities:**

* Communications Planning and Assessment
  + Develop and carry out a strategic communications plan for the campaign, through a collaborative process with the national Coordinating Committee, campaign members and DSC staff, to raise national awareness of the harms of exclusionary practices, alternatives to those practices and the need for discipline reform, using messages that resonate with policy-makers, the public, communities and educators.
  + Identify and carry out clear strategies and benchmarks in the strategic plan for:1) national communications (including goals for press coverage and social media reach), 2) support for local member organizations (including number and type of trainings and technical assistance) and 3) plans for DSC’s online and multi-media resources (including website, e-newsletters, videos, etc.).
  + Coordinate a DSC Communications Committee made up of member organizations to help develop, implement and assess the effectiveness of the communications strategies in the strategic plan and our progress towards benchmarks.
  + Carry out day-to-day implementation of the strategic communications plan and organizational strategic plan benchmarks.
* National Communications and Media Relations
  + Carry-out national communications strategies to promote DSC national activities, such as our federal legislative advocacy, National Week of Action, our national campaigns (Solutions Not Suspensions and Counselors Not Cops) and other ongoing campaigns and initiatives.
  + Build and maintain relationships with media (print, tv, radio, on-line) and generate high profile coverage of DSC issues and events.
  + Develop strong national spokespeople from within DSC member organizations who are ready to respond to media requests and represent the campaign.
  + Write press releases, respond to news stories through op-eds and letters and write blog posts.
* Member Support and Capacity Building
  + Build relationships with DSC local member groups to assess their communications needs and develop a plan to tailor strategies to build their internal capacity, including in the areas of strategic messaging, relationships with mainstream and independent press, websites and social media, video and other multi-media production.
  + Design and hold in-person trainings, on-line webinars and media workshops at DSC gatherings on a variety of communications and media skills.
  + Provide ongoing technical assistance and communications support to members for local campaigns.
  + Candidate will need to balance national communications strategies and timelines with local work requests for support and training.
* On-line and Multi-Media Resources
  + Work with a digital media specialist consultant to maintain and expand various social media platforms, including facebook, twitter, instagram, etc., and to manage and expand the DSC website.
  + Coordinate video and photo documentation of DSC events, assist members in documenting their work, and coordinate consultants to edit and produce videos for DSC.
  + Coordinate graphic design consultants and produce some formatting for campaign materials.
  + Coordinate DSC’s e-newsletter and other communications tools.
  + Candidate will be responsible for amulti-platform and multi-medium communications and coordination

**Qualifications:**

* 3–6 years work experience in communications and media relations in a social justice or grassroots organization.
* Excellent writing, editing and oral communications skills including the ability to:
  + Synthesize information from a variety of sources and make it dynamic, understandable, and persuasive to specific audiences, helping to give a “voice” to DSC and its member groups.
  + Quickly write and edit concise and effective materials, press releases, OpEds, and blog posts.
* Skills and experience in building relationships with the media and obtaining media coverage.
* Skills in facilitating communications trainings for organizers, youth and parents.
* Candidate will need to be flexible and patient in relating to DSC staff, partners and membership who vary in their technological ability and communications knowledge.
* Experience with social media – blogging, twitter, facebook, youtube, flickr, etc.
* Self-starter and creative thinker who will take the initiative to generate new ideas and respond to communications needs and opportunities as they arise.
* Detail-oriented with strong organizational and very strong interpersonal skills.
* Strong ability to work independently and juggle multiple projects and priorities.
* Ability and flexibility to travel regularly throughout the United States and work some nights and weekends.
* Experience in video editing and/or graphic design a plus.
* Experience working with low-income communities, people of color, and LGBTQ communities and supporting their leadership roles in the work, including in multi-stakeholder coalitions.
* Commitment to social justice movement building, anti-racism and a human rights framework.
* Knowledge of school pushout and the school to prison pipeline.
* Written and oral fluency in Spanish a plus.
* Bachelor’s degree in communications or related field a plus.

***We are seeking applicants for the Communications Coordinator position who come from DSC member organizations.***

DSC values a diverse workplace and encourages applicants with non-traditional experiences and from historically underrepresented groups to apply.

**Salary and Benefits:**

This is a full-time position with a salary starting at $50,000 a year. The benefits package includes health insurance, retirement plan, 20 paid vacation days a year, and additional conditional benefits for medical, transportation, family care and dependent costs.

**Location:**

The Communications Coordinator can be based anywhere in the continental US. *(Because the Communications coordinator will be an employee of DSC’s Anchor Organization, NESRI, which is based in New York, the position is subject to New York State income tax.)*

**Application Process:**

DSC is hiring from within the coalition membership for this position. Please share this job opening with leaders from the DSC membership who may be interested in applying.

Applicants should submit a cover letter, resume and writing sample to [applications@dignityinschools.org](mailto:applications@dignityinschools.org) with the subject line, “Communications Coordinator Job, [Your Name]” no later than Monday 10/30.