



# National Alliance for Partnerships in Equity Education Foundation

## *RECRUITMENT ANNOUNCEMENT*

**Title: Public Relations Manager**

### **Organizational Profile**

The National Alliance for Partnerships in Equity Education Foundation (the Foundation) is a 501(c)3 nonprofit organization that was created in 2002 to support the needs of the membership of the National Alliance for Partnerships in Equity (NAPE). NAPE is a membership-based consortium of state and local education and workforce development agencies, corporations, and national organizations. NAPE's and the Foundation's shared mission is to build educators' capacity to implement effective solutions for increasing student access, educational equity, and workforce diversity. This mission is met by collaborating with stakeholders in education, particularly in career and technical education and workforce development, to build the capacity of teachers, administrators, parents, and employers through its four lines of business: professional development, technical assistance, research, and public policy.

### **Position Description**

The Foundation seeks a full-time Public Relations Manager to play an important role in communicating the mission and message of the Foundation. The Public Relations Manager develops and maintains the Foundation's image and identity. In this effort he/she uses all forms of media and communications. He/she writes press releases and ensures that they reach the target audience. He/she is actively involved in preparing publicity brochures, handouts, promotional videos, and multimedia programs that serve to publicize the Foundation's policies to the public. This position reports to the Director of Operations.

### **Position Goals**

The Public Relations Manager will be responsible for the following goals:

- Increase public visibility of NAPE with members, partner organizations, policy makers, and the public.
- Increase program and product revenue through improved marketing materials and practices.
- Increase efficiency of internal communications and relationships with NAPE Executive Committee, NAPE Education Foundation Board, National Advisory Board, and Business Alliance Council.
- Increase NAPE membership through enhanced communication of member benefits and resources.

## Duties and Responsibilities

- Assures that the organization and its mission, programs, policies, and services are consistently presented in strong, positive images to relevant stakeholders.
- Recommends and initiates new strategies to build the sustainability of membership.
- Contributes to or writes press releases, grants, proposals, marketing materials, newsletters, and reports.
- Develops marketing materials in collaboration with management team to increase NAPE's program and product sales.
- Prepares timely posts and stays updated on current issues in access, equity, and diversity. Leads the generation of online content that engages audience segments and leads to measurable action. Decides to whom, where, and when to disseminate.
- Edits and proofreads materials (e.g., letters to the Board, state and affiliate members, and sponsors, newsletters, minutes, letters to funders, meeting agendas) for accuracy and compliance with guidelines.
- Answers inquiries to provide correct and timely information, guidance, and assistance. Appropriately refers to—or seeks assistance from—colleagues to ensure that complex or unusual questions are answered in a correct and timely fashion.
- Works as liaison for special projects, article reprints, and special pieces for website content and blog (success stories) to ensure workflow is not interrupted and deadlines are met.
- Composes marketing materials, press releases, and briefs and reports to provide accurate information in a professional manner to colleagues, consultants, Board members, partner organizations, and other constituents.
- Leads the staff team to successfully plan and organize the annual Professional Development Institute.

## Qualifications

- A degree in public relations, journalism, mass media, communications, marketing, or corporate communications.
- At least 3 years of experience in public relations in a nonprofit or business.
- At least 3 years of experience working with education and/or workforce development systems preferred.
- Understanding of publicity that enhances advocacy and fundraising.
- Excellent computer skills and proficiency in online collaboration tools and financial and project management software such as Microsoft Office Suite, SharePoint, Basecamp, Dropbox, Adobe Connect, WebEx, Salesforce, Google, Facebook, Twitter, LinkedIn, Word Press, Drupal, You Tube, Constant Contact, etc.
- Positive team approach to working with internal and external partners.
- Excellent organizational, communication, and interpersonal skills, exceptional professional attitude, and collaborative management style.
- Ability to work independently and use technology to facilitate remote communication.
- Ability to lead/motivate others and work with a diverse team.

- Demonstrated understanding of equity and diversity issues and experience working with programs designed to address educational equity and social justice.
- Excellent verbal and written communication skills.

### **Special Required Conditions of Employment**

Location at the national office, Gap, PA, preferred but not required.

### **Compensation and Benefits**

Compensation is commensurate with experience and includes a competitive benefits package.

### **Application Process**

Email the following to John Corcoran at [jcorcoran@napequity.org](mailto:jcorcoran@napequity.org):

1. Letter of interest that includes a summary of qualifications related to the responsibilities, desirable background, and skills.
2. Resume including a list of three references knowledgeable about your qualifications in the listed responsibilities.
3. At least three recent writing samples, such as a press release, marketing materials, blog post, grant proposal, or business letter.
4. Mailing address, email address, and phone number.

### **For More Information**

Contact John Corcoran, Director of Operations at [jcorcoran@napequity.org](mailto:jcorcoran@napequity.org).

Deadline for submission of resumes is February 28, 2015, or until the position is filled.

### **Starting Date**

Immediately upon hiring

The National Alliance for Partnerships in Equity Education Foundation is an equal opportunity employer. It does not discriminate in its employment or other practices against persons on the basis of gender, race, ethnicity, national origin, sexual orientation, age, disability or status as a disabled, Viet Nam era or more recent military action veteran. Persons from those groups protected by federal and/or state or local nondiscrimination statutes are strongly encouraged to apply.