



Position: Communications Associate

Location: New York, NY

Reports to: Membership Director

GENERAL SUMMARY

SFEER seeks Communications Associate to provide critical and high level support to the Program & Initiatives team. The Communications Associate will be charged with helping our members tell their stories & obtain media coverage for coalition campaigns. This position provides a fantastic opportunity for an individual with superior communication skills to be immersed in the landscape of education reform organizing and advocacy, and to enable students into become effective, media-savvy activists.

Students for Education Reform (SFEER) develops college students into grassroots organizers who fight for educational justice in their communities. SFEER is a student movement that champions educational equity for all children, regardless of race or background.

Why work for SFEER? While the work is hard, we approach it with the audacity of believing that students have the power to change the education system and the humility to know it takes time and that thousands have come before us in this fight. We work with urgency, passion, and — most importantly — a lot of joy. We are looking for talented, passionate individuals to join our team and work with us to continue the fight for educational equality.

ESSENTIAL DUTIES AND RESPONSIBILITIES

The Communications Associate will assist in and lead initiatives across a variety of functional areas, including:

- Help craft and execute national media and communications strategy
- Support in cultivating and building relations with established media outlets, as well as emerging new platforms
- Support in cultivating and building relations with our allies and partners
- Manage social media campaigns and presence
- Train student “media captains” around the country, and support and coach them on obtaining media coverage for their chapter and coalitions
- Support and coach SFEER members with op-ed writing and editing as it relates to telling their personal stories and why they support policy issues
- Create monthly newsletter and draft external communications for SFEER members and alumni
- Other communications, political, and management tasks as they arise

QUALIFICATIONS

- Bachelor's degree required
- Minimum 2 years experience in communications
- Outstanding written and verbal communication skills: excellent spelling, grammar, proofreading, and ability to tailor writing to multiple stakeholders
- Strong understanding of print, broadcast and online media
- Warm, extroverted touch; ability to get our students to feel comfortable sharing personal stories
- Conducts strong interviews to create compelling content from student and staff personal stories
- The ability to work with and relate to people from diverse cultures
- Creative, entrepreneurial and self-motivated
- Knowledge of education, types of schools, achievement gap, policy and reform
- Ability to prioritize and work with multiple stakeholders
- Exceptional time- & project-management ability
- Highly detail-oriented with the ability to focus on multiple projects
- Ability to work autonomously as part of an entrepreneurial team and enjoys working with others to solve problems
- Ability to seamlessly adapt to different working styles
- Relentless drive to find and create a compelling story

- Alignment with the principles and values of SFER and passion for working in a fast-paced start-up environment
- Advanced knowledge of Microsoft Word and PowerPoint
- Google Apps (Gmail, Google Calendar, etc.) experience preferred

VALUES

- **Growth.** We give and get a high volume of feedback and work relentlessly to improve.
- **Voice.** We exist to empower our members and create a powerful voice for students in the policy sphere.
- **Tenacity.** We set big goals, persist in the face of challenges, and commit to excellence.
- **Audacity & Humility.** We are willing to take risks, think big, and work hard to bring about transformational change, even while acting and listening with humility, respect, and empathy.
- **Dignity.** We commit to social justice work because we believe in the fundamental value of every child and person.
- **Collaborative Leadership.** Empowering others is the hallmark of transformational leadership. We emphasize both personal growth and shared responsibility while investing in our greatest resource: our people.

COMPENSATION

Salary for this position is competitive and depends on prior experience. A comprehensive benefits package is included.

COMMITMENT TO DIVERSITY

Students for Education Reform encourages individuals of all ethnic and racial backgrounds to apply for this position. We are committed to maximizing the diversity of our organization and recruiting a team that reflects our student movement.

HOW TO APPLY

Email jobs@studentsforedreform.org with a resume and a cover letter explaining where you found the job listing and why you are an ideal candidate for this position. Please indicate in your letter where you learned of the position. A limited number of candidates will be scheduled for phone interviews.