



## COMMUNICATIONS DIRECTOR POSITION DESCRIPTION

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*“New Orleans’ disastrously low-performing school system was almost entirely washed away in the flood. What is being built in its place is an educational landscape unlike any other, a radical experiment in reform that directly confronts the issue of providing equitable educational opportunities to all students.”*

*~ As described by Paul Tough in a New York Times Magazine profile of school reform in our city.*

### OUR HISTORY

New Schools for New Orleans (NSNO) was developed in 2006 to support this quickly accelerating school reform effort. As the landscape in New Orleans is utterly unique, NSNO developed an innovative model to support and enhance these transformations. As the result our work – as well as the tremendous efforts of others – New Orleans was recently **ranked as the nation’s leading urban reform center** by the Fordham Institute. New Orleans now stands at the forefront of national reform efforts in the areas of parental choice, human capital, school autonomy, and district governed performance management.<sup>1</sup>

### OUR MISSION

NSNO’s mission is to deliver on the promise of Excellent Public Schools for Every Child in New Orleans.

New Schools for New Orleans’ (NSNO) mission – delivering on the promise of excellent public schools for every child in New Orleans – drives everything we do and every investment we make. Founded as a non-profit organization in 2006, NSNO makes strategic investments of time, expertise and funding to support the growth of New Orleans’ high-performing system of charter schools. Our commitment to developing schools and people, building school support programs, and maintaining a reform-friendly environment will not waver until high-quality educational choices are available to all families.

### OUR STRATEGY

**NSNO serves the city as a Strategic Leader.**

- Maintaining focus on academic excellence
- Monitoring needs that impact achievement gains
- Promoting New Orleans’ successes

**NSNO accelerates high-quality School Development.**

- Supporting effective growth and expansion
- Investing in innovative schools
- Facilitating collaborative school turnaround

**NSNO acts as a Landing Pad to grow, connect & sustain school support organizations.**

- Recruiting local/national academic programs investing in teachers and leaders
- Building sustainable citywide demand for school support providers to build citywide to sustain valuable initiatives

### RESULTS OF NSNO PROGRAMMING AND INVESTMENTS TO DATE

1. **\$33.6 million I3 grant awarded** that aligns government actors and school operators around annually turning around bottom 5% of schools in New Orleans
2. **35% of open-enrollment charter schools funded by NSNO to launch, expand and/or develop that serve more than 15,000 students**
3. **174 leaders and teacher leaders** developed by NSNO-invested training programs to serve more than 12,000 students
4. **600 teachers** recruited to serve in **85%** of open-enrollment public charter schools;
5. Student achievement at 100% of open enrollment charter schools impacted by NSNO-invested support organizations

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<sup>1</sup> [http://www.edexcellence.net/201008\\_SchoolReformCities/NewOrleans\\_Profile.pdf](http://www.edexcellence.net/201008_SchoolReformCities/NewOrleans_Profile.pdf)



## **ROLE RESPONSIBILITIES**

In August 2010 New Schools for New Orleans (NSNO) was awarded a five-year \$33 million Investing in Innovation (i3) grant, which aims to increase the number of high-quality schools in New Orleans. The Communications Director will have the responsibility of maintaining and overseeing implementation of NSNO's overall communications strategy, thus working to ensure the successful execution of i3 and other strategically-aligned programs.

Specifically, the Communications Director will:

- Develop and execute communications and marketing plans for NSNO, particularly in relation to i3;
- Own all NSNO communications tools and manage constituent contacts/distribution lists (website, newsletters, press releases, annual updates);
- Plan and execute NSNO special events;
- Work with NSNO staff to cultivate relationships with multiple stakeholders (e.g. funders, school leaders, political figures, local and national media outlets etc.);
- Develop and refine talking points for staff and NSNO's Board of Directors regarding key NSNO activities and policies;
- Drive local and national perception of NSNO through surveys and media monitoring

## **REQUISITE QUALIFICATIONS**

This is an outstanding opportunity to play an integral role in public education reform in New Orleans. Therefore, first and foremost, the Communications Director must be committed to the mission of NSNO and be in alignment with NSNO's beliefs that:

- Every child deserves an excellent education and it is the responsibility of adults to ensure that this occurs;
- Charter schools and parent choice are critical to the education reform landscape; and
- The successful creation of an excellent system of schools in New Orleans has the potential to be a model for urban school reform nationwide.

Additionally, the successful candidate must have:

- At least 5 years of professional experience in public relations/communications;
- Direct experience in education, political communications or internal communications (preferred);
- Demonstrate superior interpersonal and communication skills (written and oral);
- Extensive successful writing and editing experience (externally focused) with a variety of print and online communications media;
- Exhibit extraordinary attention to detail and conscientiousness;
- Demonstrate a high degree of initiative in resolving problems, developing and implementing solutions in an independent manner;
- Demonstrated track record of success using multiple media channels; skill in media management and outreach
- Excellent project management and skills; proven ability to organize and prioritize work to meet tight, concurrent deadlines;
- Strong ability to think strategically and creatively, and to create messages and materials that strike the right tone on complex issues;
- Strong, advanced computer skills (especially with MS Word, Excel, PowerPoint, and Outlook) and previous experience with website content management; skill with email marketing systems and Adobe PhotoShop preferred

## **DESIRED QUALIFICATIONS**

The ideal candidate will also possess the following professional characteristics:

- Professional knowledge of public charter schools and urban public education
- Familiarity with New Orleans

## **REPORTING RELATIONSHIP**

The Communications Director will work with the NSNO leadership team and will report directly to the External Relations Partner.



### **COMPENSATION**

Compensation for the position is highly competitive and commensurate with experience.

In addition to highly competitive salary ranges, NSNO provides a comprehensive compensation package that meets or exceeds that level of benefits provided by many of the most respected organizations in our industry. Benefits are largely subsidized by the organization, including a 90% premium coverage for individual health insurance. With a generous 4% retirement match, as well as subsidized dental and short-term disability insurance, NSNO is at the top end of the national study in regards to overall compensation.

### **APPLICATION INSTRUCTIONS**

To apply for this position please visit the following link: **<http://tinyurl.com/NSNO-CommunicationsDirector>**

*New Schools for New Orleans is an equal opportunity employer.*