



Title: Communications Campaign Manager
Organization: Education Resource Strategies
Location: Watertown, Massachusetts

Education Resource Strategies, Inc. (ERS) is a non-profit strategy consulting firm dedicated to helping urban school systems organize talent, time and money to create great schools at scale. Our mission is to be a catalyst for positive change by helping educational leaders rethink how they use system- and school-level resources- to support strategies for improved instruction and performance.

ERS is the only organization with more than 10 years of experience working with the largest urban school systems in the country in the area of strategic resource allocation. We have worked with more than 20 school systems nationwide, including 13 of the 100 largest urban U.S. school systems and worked hand-in-hand with our partners to introduce solutions that are both innovative and effective. Our work is focused in two key areas: strategic and analytic support & advocacy and reform.

We have a unique work environment; we are committed to high quality work and to achieving that quality through a flexible environment that values work/life balance. Please see our website to learn more:
www.erstrategies.org

Job Description

The Communications Campaign Manager will take a leading role in planning and executing our national outreach campaign to inform a broader audience about ERS' urban education reform vision and tools. The campaign has two complementary goals:

First, the campaign will strive to engage targeted audiences around the message, "if we take bold steps now to restructure our school systems and reallocate our existing education resources, we can give every child the chance to achieve success and reclaim the American dream." Through our partnerships with large urban districts around strategic resource use, ERS has developed tools that can help leaders understand what bold steps need to be taken and how to start. The campaign will widen the audience for these tools and increase their impact. Examples of these tools include:

- [**School Budget Hold'em**](#) is an online interactive exploration of the thoughtful trade-offs school administrators have to make in these challenging budget times.
- [**DREAM**](#) is an online tool that allows districts to adjust key cost levers to instantly see how the changes impact their budget and other critical measures.
- [**ResourceCheck**](#) is an online self-assessment that takes people through a series of questions about current resource use and helps them identify immediate priorities for improvement.
- [**ResourceGuides**](#) explain ERS' Seven Transformational Strategies – they include comparative data from our work in partner districts, detailed self-assessments to help identify proprieties for improvement, and do-it-yourself worksheets.

Second, the campaign will create a foundation for a new membership portion of the ERS website for district leaders seeking more assistance and customized data reports to help them transform their district resource planning.



Responsibilities include:

- Strategic planning for the campaign.
- Managing digital and print content development, distribution, and network activities around the campaign. This includes integrating the plan with ERS consulting work so that other ERS staff can contribute to content development and other campaign activities.
- Outreach and relationship building with selected organizations that can help disseminate our message and materials.
- Developing and maintaining a social media component of the campaign.
- Selecting and managing a Public Relations agency to capture attention from the education and national press.
- Tracking and evaluating campaign activities for foundation reporting and ongoing improvement.

This position is a unique opportunity to be part of a growing, collaborative organization that is driving transformational change in public education. ERS has a strong professional learning community. As such, we place teamwork, initiative, and a desire to learn and grow at a premium.

Qualifications:

- Bachelor's degree required, advanced degree strongly preferred.
- At least 5+ years of experience in a similar capacity.
- Project management experience, strong management and leadership skills.
- Strong and proven oral communication and writing skills, including the ability to take complicated concepts and communicate them in clear engaging ways for different audiences and delivery channels.
- Experience with national communications efforts including working with the press and social media.
- Knowledge of urban education reform. Experience in education a plus but a demonstrated passion for ERS' mission is required.
- Ability to work independently and cooperatively as part of a growing, mission-driven team.
- Superior organizational skills, interpersonal skills, flexibility, and the ability to prioritize and handle multiple deadline-driven tasks effectively and efficiently. Resourceful and creative in designing solutions and surmounting challenges.
- Strong knowledge of Microsoft Office Suite: Outlook, Excel, PowerPoint, and Word.

To Apply:

Please send a resume and thoughtful cover letter, outlining how your skills and experience meet the qualifications of the position to Julie Derderian at jderderian@erstrategies.org.