



3801 S. Capital of Texas Hwy., Suite 330, Austin, TX 78704
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Job Title: COMMUNICATIONS SPECIALIST
Reports to: VICE PRESIDENT OF COMMUNICATIONS
Job-Type: FULL TIME, EXEMPT EMPLOYEE
Hours: TYPICALLY, MONDAY-FRIDAY, 9AM TO 5PM

The Texas Public Charter Schools Association is the voice of public charter schools in Texas. Its mission is to support and advocate for public charter schools to ensure every family has the ability to choose a high-quality public school.

A. Job Summary

The Communications Specialist position is heavily responsible for content creation across print and digital platforms. This individual will successfully initiate, plan, design, execute, and monitor progress on a number of projects to support the organization's communications plan. This is an on-site position, based in our Austin office.

B. Essential Job Functions

- Draft press releases and correspondence as needed
- Conduct interviews with school leaders, alumni, parents, and students and write compelling stories to share with internal and external stakeholders
- Monitor social media analytics and advise on paid campaign strategy
- Manage company's social media accounts, in accordance with department's social media content strategy
- Oversee the creation of digital media assets, including short animated videos and social media graphics
- Oversee the creation of print collateral, including event flyers and one-pagers

Expectations:

- This individual will be instrumental in advancing TPCSA's ambitious goals of increasing the organization's profile and telling a more proactive story about the success of public charter schools in Texas.
- The successful candidate will be an extremely organized and detail-oriented professional looking for an opportunity to thrive in a position where he or she will be given space to contribute meaningfully to a team.
- This is a full-time, exempt position. Employees are generally expected to work a 40-hour work week, with an understanding that occasionally there will be times when 50 or more hours a week may be required in order to complete projects.

C. Qualifications

Must-haves:

- Candidate must have a can-do, yes-and attitude and a dedication to the mission of supporting high-quality public school options for all kids.
- Candidate should embody TPCSA's core values: Optimism. Drive. Hustle. Excellence.
- Candidate should be a self-starter who thrives in a fast-paced, rapidly-changing environment.
- Candidate must possess a strong internal commitment to excellence and deadline-meeting, and a proven ability to take initiative and ownership over a project.
- Candidate must be flexible, with the ability to pivot and adapt to change as necessary.
- Candidate should have high standards for his or her own work, and should be accountable to meeting mutually agreed-upon targets and deadlines.
- Strong verbal and written communications skills and a commitment to excellence
- Experience running paid social media campaigns and monitoring social media analytics
- Ability to think critically and problem solve with little input

Nice to Haves:

- Experience in designing print promotional materials
- Experience and/or interest in creating digital media assets, including short animated videos
- Desire to travel across the state to engage with stakeholders
- Knowledge of charter schools and the charter movement desired, but not required

Education

- Bachelor's degree in communications or a related field
- 3-5 years experience in communications or public relations

D. Benefits

- Competitive Salary (actual salary is dependent on qualifications)
- Health Insurance, including medical, dental, vision, and life insurance
- Paid holidays and PTO
- Matching Plan for 401 (k) contributions

E. Disclaimer

This job description is not an employment agreement or contract. Nor is it an exhaustive list of all functions that the employee may be required to perform, and the employee may be required to perform additional functions. TPCSA reserves the exclusive right to revise the job description at any time without notice. Employment with TPCSA is at-will. An at-will employment relationship can be terminated at any time with or without reason or notice by either the employer or employee. This at-will relationship exists regardless of any statements made to the contrary. The employee must be able to perform the essential functions of the position satisfactorily, with or without accommodations. If requested, reasonable accommodations may be made to enable employees with disabilities to perform the essential functions of their job, absent undue hardship.

F. Application

Qualified candidates should submit the following application materials in one PDF document:

- Cover letter detailing how you embody TPCSA's core values of optimism, drive, hustle, and excellence
- Resume describing your relevant experience and education
- Responses to this [practical task](#)

Applications should be emailed to Autumn Arnett at aarnett@txcharterschools.org.