



3801 S. Capital of Texas Hwy., Suite 330, Austin, TX 78704  
PH: 512.584.TPCSA (8272) | FAX: 512.584.8492

**Job Title:** DIRECTOR OF COMMUNICATIONS  
**Reports to:** VICE PRESIDENT OF POLICY & ADVOCACY  
**Job-Type:** FULL TIME, EXEMPT EMPLOYEE  
**Hours:** TYPICALLY, MONDAY-FRIDAY, 9AM TO 5PM

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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 Director of Communications will help the Association achieve its advocacy priorities and raise its profile by managing a wide range of projects and creating content on print and digital platforms. They will work to boost the capacity of member schools to speak out on behalf of their educators and families; push the public narrative about charters in a positive direction; and increase engagement with TPCSA's core audiences.

This is a role for a multi-tasker who thrives in fast-paced, politically-charged environments.

The Director of Communications will work closely with the Government Affairs Project Manager, advocacy field directors, and the policy team. The position is on-site and based in our Austin office.

### **B. Essential Job Functions**

#### Traditional Media

- Identify and build relationships with reporters who cover education and legislative issues statewide and in the Association's priority regions
- Generate story ideas and then develop and deliver pitches for articles, op-eds, and editorials that further the Association's advocacy and communications goals
- Respond to media inquiries and schedule interviews, including as part of rapid response to breaking news and developments
- Maintain a robust media contact database for broadcast, print and electronic outlets
- Draft written content including news releases, op-eds, talking points, letters to the editor, etc.

#### Social/Digital Media

- Implement strategies to ensure year over year audience and engagement growth for our website/blog and social media platforms
- Source content for social media posts and help create the posts as needed
- Track the effectiveness of TPCSA's social media platforms and make recommendations on how to improve
- Provide support around TPCSA's CRM systems including updates, list development and reporting. Serve as the lead expert for Salsa, TPCSA's communications platform.
- Curate content and maintain up-to-date information for TPCSA's website (includes career postings, staff photos, carousel images, etc.)

### Member School Communications

- Conduct interviews with school leaders, alumni, parents, and students and write compelling stories to share with internal and external stakeholders
- Support development, creation and execution of engaging content across various platforms including web, social media, e-newsletters, print magazines and research reports that is consistent with TPCSA's voice and is appropriate for target audiences.
- Provide support in the development of collateral for events and presentations including PowerPoint presentations, invitations, one-pagers, etc.

### Advocacy Activations

- Oversee the execution of the Association's grassroots email program, including content creation
- In collaboration with advocacy and policy staff, execute and track campaigns that make calls to action in furtherance of TPCSA's advocacy priorities
- Help create systems and processes for quickly engaging the right advocates at the right moments, especially during the Legislative Session

## **C. Expectations**

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.

## **D. Qualifications**

Must-haves:

- Have a can-do, yes-and attitude and fire for the mission of supporting high-quality public school options for all kids.
- Embody TPCSA's core values: Optimism. Drive. Hustle. Excellence.
- Be a self-starter who thrives in a fast-paced, rapidly-changing environment.
- Be committed to meeting deadlines and taking initiative over projects
- Be flexible, with the ability to pivot and adapt to change as necessary.
- Hold high standards for work and embrace accountability for meeting targets
- Bring strong verbal and written communications skills
- Ability to think critically and problem solve with little input

Nice to Haves:

- Experience on a political campaign or working for an advocacy organization on issue-based campaigns
- Experience running paid social media campaigns and monitoring social media analytics
- 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

## **D. Education**

- Bachelor's degree in communications or a related field preferred but not required
- 3-5 years' experience in communications or public relations

## **E. 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

## **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

Applications should be emailed to [admin@txcharterschools.org](mailto:admin@txcharterschools.org)