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512.584.8272

Job Title: PRESS SECRETARY
Reports to: CHIEF OF STAFF
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. We're on a mission to ensure every family has the ability to choose a high-quality public school by supporting and advocating for public charter schools. We work closely with our sister organization, Charter Schools Now.

A. Job Summary

The Press Secretary will help create and then execute a media relations strategy to move the narrative about Texas public charter schools in a positive direction. This role will be focused on day-to-day relationship building with reporters statewide; pitching stories; coordinating rapid response efforts; and ensuring that journalists understand firsthand the positive impact of public charter schools on students, families, and communities. The Press Secretary will also work externally and across teams to promote original research, build support for the Association's policy agenda, and train member schools.

B. Essential Job Functions

- Lead the development of a statewide earned media strategy within the Association's overarching Communications Plan, with an emphasis on reaching key audiences and reinforcing critical messages
- Build relationships with journalists across the state, especially in the Association's primary regions
- Draft and send regular communications to reporters, such as press releases and updates, and facilitate media interviews
- Expand and maintain the Association's database of press contacts
- Develop and pitch op-eds (with both internal and external authors) that help achieve strategic goals
- Serve as a liaison to editorial boards statewide and schedule editorial board meetings
- Identify media opportunities for the CEO that raise the profile of the organization and coordinate TPCSA participation
- Organize press conferences/briefings and other events
- Drive media-facing rapid response efforts as needed
- Regularly train public charter school staff as part of the statewide Communications Community of Practice

C. Qualifications

- At least 3-5 years of experience as a journalist, at a public affairs agency, on a political campaign, or in a similar role at a non-profit organization
- Portfolio of clips demonstrating an ability to write well and on deadline
- Experience pitching stories and conducting interviews in a fast-paced, sometimes political environment
- Existing contacts with Texas journalists and news outlets preferred
- Strong belief in the mission of public charter schools
- Knowledge of Texas public charter school movement and education reform more broadly

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. Instructions for Application

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

- Resume describing your relevant experience and education
- Cover letter expressing your interest in this job and detailing how you embody TPCSA's core values of optimism, drive, hustle, and excellence

The PDF should be emailed to nkaharick@txcharterschools.org