



Communications Director

About the League of Education Voters

The League of Education Voters (LEV) is a non-partisan organization that partners with parents, students, and civic leaders who believe in a quality education from cradle to career. LEV is the only Washington-based organization working to improve public education from early learning through higher education. We shape the debate, build powerful coalitions, and grow the grassroots to achieve meaningful reform and ample resources for education. Additional information can be found at educationvoters.org.

About the position

The Communications Director sets and guides the strategy for all strategic communications, including messaging, media relations, public relations, and social media, in order to consistently articulate LEV's mission, values, goals, and brand. The Communications Director ensures that LEV is viewed as the primary source, disseminator, and conduit of timely, relevant education-related information within our diverse network, coalitions, and constituent base. To accomplish this, the Communications Director works closely with LEV senior management, as well as LEV external partners and coalitions. The Communications Director reports to the CEO.

Position responsibilities

- Develops, implements, and evaluates an annual communications plan in collaboration with LEV senior management that aligns with annual organizational goals and priorities.
- Leads LEV's message development and works collaboratively with senior managers to ensure it is appropriate for diverse audiences, as well as consistently and accurately implemented across all platforms (print and electronic).
- Directs LEV's communication budget to ensure that organizational resources are used strategically and with fidelity to elevate the organization's mission, vision, goals, and brand.
- Develops and maintains relationships with local reporters and bloggers.
- Responsible for the development, distribution, and maintenance of all print and electronic collateral, including the annual report, branded policy one-pagers, fundraising materials, and community-organizing collateral.
- Develops and implements communications campaigns that create momentum, awareness, and action using earned, social, and grassroots communications tactics.
- Works with staff to track and measure communications engagement over time.
- Works with senior management to plan and implement the Lunchtime LEVinar Series and other events to showcase LEV's agenda for a diverse audience.
- Supervises the communications manager and other contract staff.
- Manages contractors, including graphic designers, printers, and web developers.

Required skills

- Ability to grasp and effectively communicate complex, detailed information in a clear, concise, easy-to-understand manner for a variety of audiences.
- Exceptional written and oral communication skills.
- Strategic thinker, ability to understand importance of communications role to LEV's overall mission and goals.
- A strong track record as an implementer who can prioritize and manage multiple work streams simultaneously while meeting critical deadlines.
- Highly organized, detailed self-starter who can work independently, as well as collaborate with internal and external partners.
- Takes initiative to support the changing needs of the LEV; adaptability and nimbleness to assess new information, adjust appropriately, and chart new courses is required.
- Comfort pivoting between high-level, strategic work and smaller tasks. No job is too big or too small.

Minimum qualifications

- Significant communications experience that includes a blend of advocacy and media relations
- Highly collaborative style; experience developing and implementing communications strategies
- Excellent writing/editing and verbal communication skills
- Strong track record as an implementer who thrives on managing a variety of key initiatives concurrently
- Relationship builder with the flexibility and finesse to “manage by influence”
- High energy, maturity, and leadership with the ability to serve as a unifying force and to position communications discussions at both the strategic and tactical levels
- Sincere commitment to work collaboratively with all constituent groups, including staff, board members, volunteers, donors, and other supporters
- Self-starter, able to work independently, and entrepreneurial; enjoys creating and implementing new initiatives
- BA/BS required

To apply:

Send cover letter and résumé via email or mail to:

Chris Korsmo, CEO

League of Education Voters

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Seattle, WA 98109

Email: nancy@educationvoters.org

The League of Education Voters is an Equal Opportunity Employer who values diversity. Our emphasis on equity requires a high level of sensitivity to groups disproportionately affected by systems that are structured to impede their success.