



Communications Associate

About the Organization

The New Jersey Public Charter Schools Association (NJPCSA) is a membership organization and the statewide advocacy voice for New Jersey's 85 public charter schools and more than 60,000 students that they serve. We believe that every student deserves the chance to get a great public education at a school that puts their needs first, regardless of zip code, income, or ability level. We seek to advance quality public education for New Jersey's children through excellent public charter schools.

Learn more about NJPCSA at: <https://www.njcharters.org/about-njpcsa/>

The Position

The Communications Associate position reports to the Director of Communications and Government Affairs and Chief External Affairs Officer and is responsible for content creation across print and digital platforms to help meet the organization's mission. This individual will initiate, plan, design, execute, and monitor the progress of a number of communications projects to support the organization's overall communications plan and program.

Responsibilities include but are not limited to:

- Support communications projects that advance the organization's mission and brand.
- Develop engaging content across a variety of platforms including media stories, social media posts, newsletters, and emails.
- Assist member schools with developing and pitching stories to local media outlets in their communities.
- Maintain a press calendar for social media content, newsletters, and web stories.
- Build and manage a portfolio of communications assets including videos, graphics, photo archives, and media coverage.
- Provide support in the development of promotional materials and handouts for events and presentations.
- Contribute to email list development and maintenance.

Qualifications

- Bachelor's degree in communications or a related field.
- Extremely strong verbal and written communications skills with great attention to detail.
- Ability to think critically and problem solve with little input.
- Self-starter, able to work independently and take initiative for improving systems.
- Ability to manage a variety of key initiatives concurrently in a fast-paced and rapidly changing environment.
- Enjoys creating and implementing new initiatives and materials.
- Proficiency in Google Workspace, WordPress, Constant Contact (or similar email platform), Twitter, Instagram, and Facebook.
- Candidate should have high standards for his/her own work and should be accountable to meeting mutually agreed-upon targets and deadlines.
- A dedication to the mission of supporting high quality public school options for all kids.

Other Desirable Qualifications

- Experience in advocacy and/or political campaigns.
- Familiarity with graphic design programs (including, but not limited to Adobe InDesign, Photoshop, Canva)
- Bilingual (Spanish)

*****Applicants must provide a writing sample*****

Compensation and Benefits

The salary range for this role is \$45K to \$50K, commensurate with experience. In addition, NJPCSA offers a competitive benefits package including medical and dental coverage.

NJPCSA encourages individuals of all ethnic, racial, and socioeconomic backgrounds to apply for this position. We are committed to maximizing the diversity of our organization and to building a team that reflects the diversity of the communities we serve.