

Communications Manager

Berkeley Public Schools Fund

About the Schools Fund

The mission of the Berkeley Public Schools Fund (the Schools Fund) is to champion equitable public education for students, families and our community.

The Schools Fund is a small non-profit (currently 7 employees) that supports all of Berkeley Unified School District, a medium-sized district with a diverse population of 10,000 students and 19 schools, through deep community roots and equity-focused programming. Our core programs include educator grants, district-wide volunteer programs, and fiscal sponsorships.

The Schools Fund staff and board are deeply committed to the health and strength of the whole district, and we carry out that commitment through strategic investments with, by, and for the parts of the system experiencing the greatest equity gaps.

Key Responsibilities

The Communications Manager is the Schools Fund's in-house storyteller who selects, documents and/or crafts the equity stories of our programs, tailors them for specific audiences, and shares them with the broader community

External Communications

- **Storytelling:** Documentation of equity impact stories across multiple media, including digital newsletter articles, social media posts, website, and print collateral.
- **Graphic Design:** Management of the Schools Fund brand following the Schools Fund Style Guide. Design and manage printing of annual reports, invitations, and event collateral.
- **Social Media:** Manage organization's SM accounts, including 2-3x/week postings, followers/friends, comments, and advertising. Research new media tools, as needed.
- **Websites:** Manage the Schools Fund website, including fielding questions/concerns from users, updating information or graphics, editing to ensure a unified look across pages. Interface with website developers, as needed.
- **Video:** Film and produce short video pieces for the Schools Fund website, social media, and newsletter communications. Produce longer videos for fundraisers and other yearly events.

Internal Support

- Supports administrative tasks for the organization as needed.

Preferred Qualifications

- Deeply aligned with the Schools Fund's mission of equitable public schools
- 3+ years of professional communications experience, ideally in education and/or nonprofit sector
- Demonstrated capacity in graphic design, website development, and social media content creation and management

- Excellence in writing, including narrative/expository writing for a public audience; strong editing skills
- Ease with transforming simple statistics and/or testimonials into compelling digital content that connects with diverse focal audiences, and motivates them to action
- Can easily create new content using InDesign, Illustrator, Photoshop, video editing software or other like programs
- Familiarity with Wordpress (website & media), Emma (digital newsletters), or similar communication platforms used widely in the nonprofit sector
- Demonstrated ability to manage and grow organizational social media sites (Facebook, Instagram, Twitter, LinkedIn, YouTube) through more/new followers, boosted posts, sharing/liking, etc.
- A meticulous attention to detail in writing and graphic representation
- A desire to keep learning, and a commitment to bring new learning to the communications work of the Schools Fund
- Familiarity with Salesforce or similar constituent database *a plus*
- Basic coding skills *a plus*

Job Requirements

- Reading on screens and in print
- Writing on screens and in print
- Color, image, and design evaluation on screens and in print
- Occasional travel to school buildings and event sites all within Berkeley
- Occasional need to carry equipment weighing up to 25 lbs.
- Squatting, kneeling, and/or standing (for photography)

Compensation & Benefits

- Competitive salary commensurate with experience
- Benefits package that includes: 100% employer-paid medical; generous vacation & sick time accrual; 17 total paid federal + BUSD holidays; 403B retirement fund
- Flexible work schedule: option to work primarily from the office, primarily from remote or split, with at least 1 day/week in person
- Casual office culture and a shared value around work-life balance
- Good location: our office is not far from downtown Berkeley, has easy access to free parking and public transportation, is close to bike paths/bike-friendly, and is in walking distance to great restaurants and a stream-fed park
- The opportunity to make a direct, positive impact on Berkeley's public schools

To Apply

Please submit a cover letter, resume and work samples (including video, writing and graphics) to Erin Rhoades, Executive Director, at erinrhoades@berkeley.net.

In your cover letter, please describe:

- Your strengths and areas of growth within the role's Key Responsibilities
- How your commitment to equity shows up in your life/work

Applications will be reviewed immediately and candidates with the best fit will be contacted for interviews. Unfortunately, the volume of applications will prevent us from responding to all applications received.

EQUAL EMPLOYMENT OPPORTUNITY AT THE SCHOOLS FUND

The Berkeley Public Schools Fund is committed to creating a diverse environment and is proud to be an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, age, or veteran status.

We also know that great candidates can bring skills that we haven't thought of just yet, and who won't fit everything we've described above. If this is you, don't hesitate to apply. Tell us what unique contributions you can offer. We are dedicated to improving our organization and know that part of it means to better reflect the people we serve.

We are committed to diversity and building an inclusive environment for people of all backgrounds and ages and we especially encourage members of traditionally underrepresented communities to apply, including women, people of color, LGBTQ people and people with disabilities.