



ABOUT NEW SCHOOLS FOR BATON ROUGE

Founded in 2012, New Schools for Baton Rouge (NSBR) is a community partnership bringing together talent and resources to deliver excellent schools to students and families in Baton Rouge. We invest in programs and initiatives that support the success of schools to expand and sustain excellence citywide.

THE NEW SCHOOLS FOR BATON ROUGE TEAM

NSBR is an entrepreneurial organization of accomplished individuals who are both deeply rooted in their belief in educational equity and highly motivated to provide excellent schools for every child in Baton Rouge. NSBR provides critical thought leadership to the educational landscape, but it is best described as an “action-tank” – dedicating its resources to the implementation of ideas that lead to demonstrable results in favor of kids. Understanding that this work is urgent and complex, team members are quick to identify opportunities that will further NSBR’s mission and exercise flexibility in reorienting their work. Team members think of themselves as jacks-of-all-trades and are eager to develop their expertise in topics that may be new to them, but are mission-critical. Team members are valued not for what they already know, but for their curiosity, innovation, drive, and what they can accomplish.

ROLE AND RESPONSIBILITIES

Reporting to the Executive Director of External Affairs, the Strategic Communications Associate is charged with operationalizing the organization’s strategic communications plan.

- Writing and editing press releases that support initiatives and messaging
- Writing op eds, letters to the editor and other media content weekly
- Working with outside writers to develop and edit content for submittal and coordinating submittal to publications
- Creating developing and updating of messaging materials as part of communications team and messaging strategy
- Organizing speakers and writer's bureau, including influencers and advocates
- Educating and training of people speaking and writing on behalf of our organization
- Partnering with outreach staff members on supporting events and speakers.
- Preparing content/materials for external meetings and speaking engagements (i.e., research briefings, speeches, PowerPoint presentations, talking points, etc.).
- Developing and maintaining relationships with reporters

EDUCATION AND QUALIFICATIONS

- Bachelor's degree in journalism, communications, political science or a closely related field preferred; equivalent combination of education and experience also considered
- Strong project management and organizational skills, and the ability to manage multiple priorities in a complex environment
- Mastery of industry-standard social media management tools

WORK DEMANDS

Ability to travel locally to various school sites and external partner organizations during work hours

COMPENSATION

This is a full-time role offering compensation that is competitive and commensurate with experience and qualifications. In addition, NSBR provides a comprehensive benefits package that includes individual health and dental insurance, paid time off, and a 401(k) plan with company-matching contributions.

TO APPLY

Send a cover letter and resume describing your background and experience to adonica@newschoolsbr.org.