



Job Description: Digital Communications Associate

(Part-Time, Remote)

Parent Teacher Home Visits (PTHV) is a national nonprofit that helps teachers and parents build trust via our unique model of relationship-building home visits. This trust translates into strong parent-teacher partnerships, better school attendance, and improved academic outcomes for children. Our grassroots network has grown rapidly, with more than 600 school communities in 28 states, Washington, DC, and Saskatchewan, Canada, using our evidence-based model of student, family, and teacher engagement.

With this track record, PTHV is poised to scale its work nationally, deepen the support and resources it provides to schools and school districts, and shape the broader field of family and community engagement in education. Central to this future is a commitment to equitable educational outcomes for children across the United States.

Key responsibilities of the digital communications associate include:

Supporting PTHV's outreach strategy:

- Implement the organization's social media strategy – drafting multimedia content, analyzing trends and strategies, and engaging with followers on Facebook, Twitter, Instagram, and YouTube.
- Develop content for organization's email marketing program, including its email newsletter and special purpose eblasts
- Maintain website, including content creation and analytics tracking

Supporting publication and materials development:

- Develop digital dissemination strategies around publications and resources
- Support the production of publications, fact sheets, and other promotional items
- Develop PowerPoints, presentation decks, and special materials related to PTHV trainings, speaking engagements, learning communities, and proposal development

Supporting additional needs of the Communications team, including, but not limited to:

- Communications research
- Developing and maintaining PTHV's editorial calendar
- Events management support
- Copyediting and contact management



Qualifications:

PTHV seeks a rising star within the communications field or a veteran communicator looking to step back. The ideal candidate will be a self-motivated and energetic individual with a passion for storytelling, digital media, education equity, and family engagement. Our digital communications associate will have:

- At least two years of experience working in some sort of communications capacity, especially for a nonprofit, education, or public service organization
- Bachelor's degree or equivalent experience
- A commitment to transforming family engagement in schools; diversity, equity, and inclusion; and anti-racism
- Proven ability to balance multiple projects while maintaining a perspective on long-term goals
- Strong oral and written communications skills
- Experience with content management systems (i.e., WordPress) and email management platforms (i.e., MailChimp)
- Proficiency with Adobe Creative Cloud (InDesign, Photoshop, Dreamweaver, Premiere Pro, and Illustrator); graphic design skills are a huge plus!
- Highly organized, capable of prioritizing and keeping multiple strands of work moving forward all while producing timely, high-quality deliverables

Compensation:

This position has an hourly range of between \$20-25 per hour. We expect this role to require between 20-25 hours per week. PTHV also offers a competitive benefits package. PTHV values work-life balance and offers flexible work hours. This role is a 100% remote position and can be based anywhere in the United States. The candidate will work from home.

To Apply:

Send an email to news@pthvp.org with the following attachments in PDF format:

- Cover letter explaining your interest in and qualifications and your commitment to equitable outcomes for the most vulnerable children
- Resume highlighting the experience that has prepared you for this role
- One writing sample and a portfolio of relevant work

Deadline to apply:

Friday, July 15, 2022, at 5:00 pm Pacific Time