Job Description: Director of Communications & External Affairs

Boston Preparatory Charter Public School (Boston Prep) is a united community of committed educators who believe in the infinite potential of every student. As an integrated middle school, high school, and alumni support program, we are rooted in the belief that all students deserve access to an exceptional public education that develops the skills, habits, knowledge, and competencies students require to create a life of their choosing. In 2021-2022, our community includes 700 students in grades 6-12, nearly 450 alumni, over 100 faculty members, and hundreds of families.

We believe that excellent public education is one of the most critical and effective tools we can employ in our efforts to dismantle systemic racism and create a more just society that ensures equitable opportunity for all. As we develop as a school, we are working in community with students, families, alumni, and faculty to design a rich educational experience that dismantles traditional systems of power, solves deep problems, and supports students in their efforts to create the bright futures they imagine and deserve.

WHAT YOU’LL DO
At an exciting time in our school’s development, we are seeking a mission-driven Director of Communications & External Affairs. Reporting to the Executive Director, this hire will oversee communications and external affairs for the entire organization, working collaboratively across teams to ensure Boston Prep communicates with clarity, authenticity, and a singular vision that amplifies the voices of those closest to our work -- our students, alumni, families, and teachers. Specifically, the Director of Communications & External Affairs will:

Design, implement, and oversee a comprehensive communications and external affairs strategy
- Develop and implement an integrated and multi-faceted communications plan to support the full spectrum of school activities, including fundraising, student recruitment, faculty recruitment, employee communications, family communications, general media, advocacy, and community engagement.
- Serve as “Chief Content Creator,” curating stories from student, alumni, families, and teachers and ensuring consistent brand messaging across print and digital (e.g. social media, email, website, video) content. Leverage first-hand narratives in storytelling across all forms of media.
- In collaboration with the Development team, lead the production of the annual report, fact sheets, pitch decks, and other donor-facing communications. Build and maintain a library of high-use messaging and materials.
- Support the Executive Director and other school leaders in their roles as spokespeople; write and/or edit messaging for public speaking. Partner with the Executive Director to manage crises as they arise and communicate with all necessary internal and external stakeholders.
- Provide communications support for the planning and execution of school, fundraising, and community events, including creating invitations, programming (e.g. speeches, videos, etc.), and other collateral.
- Manage and optimize systems for email marketing, social media, website content management, and other communications tools; make recommendations for process or systems improvements as needed.
- Ensure strong visual brand consistency and visual appeal, partnering with graphic designers, photographers, video producers, and other external creative partners.
- Facilitate Boston Prep’s advocacy efforts that advance and protect the interests of our school and our community. Plan and execute opportunities for elected officials and community leaders to visit Boston Prep.
- Staff and coordinate the Board-level Advocacy & Communications Committee, planning and holding regular meetings and leveraging the time and talent of this group in advocacy efforts.
- Seek out opportunities to participate in community activities, events, and meetings, ensuring Boston Prep is seen as a regular, active, invested participant in the local community.

Serve as a champion for Boston Prep’s vision, mission, and culture
• Play an active role in advancing Boston Prep’s “Anti-Racist Vision,” modeling a commitment to centering anti-racism in your intentions, words, and actions at all times and working to create a culturally responsive environment that is rooted in liberation, equity, and affirmation for all.

• Uphold Boston Prep’s “Portrait of a Graduate” that defines the core skills, mindsets, and habits that we aspire for all Boston Prep graduates to develop.

• As a team member, demonstrate collaborative problem solving, empathy, continuous learning, giving/receiving feedback, and an investment in personal and professional growth.

WHO YOU ARE

• You are energized by Boston Prep’s mission and values. You believe that all young people can gain the skills, habits, and knowledge to facilitate a life of opportunity and choice. You are eager to join a community of learners and leaders who inspire and sustain one another while working towards a common goal.

• You are a versatile and well-rounded communications professional. You bring at least 5 years of work experience in communications and external affairs, with demonstrated skill in brand management, content creation, print and digital media (e.g. social media, email communications, website content,) advocacy, and community engagement. Experience working in a school setting is a plus.

• You are a strategic thinker who can implement tactically. You are skillful at seeing the big picture and translating an organization’s vision, mission, and goals into communications strategy. You succeed at managing multiple workstreams and motivating, coordinating, and directing others to stay on track. You possess strong attention to detail and a commitment to high-quality work product.

• You are an exceptional writer, storyteller, and communicator. You are skilled in developing compelling content that articulates an organization’s impact and inspire a range of audiences. You are a deep listener with facility in engaging others to share their stories. You are skilled at packaging data and stories in order to create powerful written and spoken narratives. Experience in donor communications is a plus.

• You bring a collaborative approach to working with teams. You bring positivity and a consultative approach in supporting the communications needs of staff. You listen well and seek to understand stakeholders’ unique needs. You are cognizant and appreciative of asks for others’ time and talents.

• You are tech-savvy and keep up with tools and trends. You are proficient in working with commonly used marketing technology systems and tools such as content management systems, social media, email marketing, among others. An eye for graphic design, video, and/or photography is a plus.

• You are committed to pursuing liberation and equity for all. You are energized to join an organization that is on its anti-racism journey. You demonstrate awareness of one’s own race, culture and identity and are self-reflective about your own growth and learning, relative privilege, and positional power. You actively work to ensure that anti-racist principles are infused in your work product.

The following experiences and knowledge are appreciated, but not required:

• Experience working within a school setting

• Knowledge of Boston’s educational, community, and political landscape

• Personal connection to the communities served by Boston Prep

• Proficient in a language other than English that may be used in Boston Prep’s community, such as Haitian Creole or Spanish.

LOCATION AND COMPENSATION

Boston Prep is located in the Hyde Park neighborhood of Boston. This position can work remotely 2 days/week and is expected to work in the office 3 days/week. Hours are flexible e.g. 8am-4pm or 9am-5pm. The salary range is $80,000 - $95,000. Benefits include health, dental, vision, long and short term disability, PFML, flexible spending options for healthcare, transportation, and childcare.

HOW TO APPLY

Apply here with your resume, writing sample, and personalized cover letter that answers the question “What interests you about Boston Prep and the Director of Communications & External Affairs opportunity?” Please address your cover letter to Sharon Liszanckie, Executive Director. Applications will be considered on a rolling basis and handled with confidentiality.
Boston Prep is committed to ensuring that all of its programs and facilities are accessible to all members of the public. We do not discriminate on the basis of age, color, disability, national origin, race, religion, sex or sexual orientation.