



Now Hiring: Media and Communications Assistant

START DATE: JANUARY – JUNE 2019

Public Impact is a national education policy and management consulting firm based in Chapel Hill, N.C. Our mission is to improve education dramatically for all students, especially low-income students, students of color, and other students whose needs historically have not been well met.

We are a team of professionals from many backgrounds, including former teachers. We conduct research to understand what leads to better outcomes, and we develop and implement innovative solutions to create dramatic improvements for children. We apply our research and solutions by advising leading philanthropists, designing and implementing new initiatives for policy and education leaders, and advising other change agents in education. We partner with teachers and other leaders to implement changes that will help the students they serve. Major current areas of work include these:

- Teachers and leaders: extending the reach of excellent educators and teams through Opportunity Culture, teacher-leadership, career paths, pay, residencies, selection, evaluation, and leadership.
- Charter school excellence, innovation, authorizing, and growth of excellent organizations.
- School turnarounds, excellent diverse schools, finance, accountability and other topics.
- See all our work at publicimpact.com and www.opportunityculture.org

ROLE: Work includes assisting communications leaders and writers with wide a range of tasks to reach broad and targeted audiences about Public Impact's work aimed at producing positive, dramatic impacts on pre-K–12 student learning.

The Media and Communications Assistant should expect to:

- Work with a highly experienced team; train under exceptional professionals in written and video media
- Assist with external and internal communications, social media, and varied writing tasks
- Co-plan and help execute social media and national media outreach and tracking strategy with team
- Help maintain and grow dissemination and media database; help maintain websites using WordPress
- Assist in proofreading copy using Public Impact protocols, with guidance from senior editor
- Assist with videography

QUALIFICATIONS: We will train for parts of this position. Top candidates will have the following:

- Some experience (volunteer and/or paid) using social media, such as Twitter, LinkedIn, and Facebook, ideally for an organization (not just personal use); experience using social media analytics a plus
- Some experience with short-form, non-academic writing (reporting, blogging, organizing, grants, etc.)
- Ability to follow in-house style guide; experience with or willingness to learn APA style
- Highly organized, detail-oriented self-starter committed to quality and results
- Demonstrated commitment to completion of tasks on a timely basis
- Ability to communicate clearly and concisely, both orally and in writing
- Flexible, resourceful, and good-humored in a fast-paced, results-oriented, multitasking culture
- Demonstrated ability to collaborate in teams with diverse members
- Experience maintaining contact database (e.g., media contacts, e-blast list) or similar preferred
- Experience editing or copyediting, preferably at a newspaper, and/or videography a plus
- Excellent computer skills and thorough knowledge of MS Office software; advanced PowerPoint a plus
- Knowledge of Adobe Creative Cloud (Photoshop, InDesign, Illustrator, Premiere Pro) a plus
- Bachelor's or master's degree in journalism, English, communications, or related field

LOCATION: Office in Chapel Hill, N.C., area with local work-from-home flexibility

PAY: Starting salary dependent on experience, competitive with local research and nonprofit organizations

Please submit Public Impact employment application, cover letter, resume, and 2-3 writing samples to:
hiring@publicimpact.com or mail to Hiring, Public Impact, 405A E. Main Street, Carrboro, NC 27510.

Public Impact is an Equal Opportunity Employer that does not discriminate on the basis of actual or perceived race, creed, color, religion, alienage or national origin, ancestry, citizenship status, age, disability or handicap, sex, marital status, veteran status, sexual orientation, genetic information, arrest record, or any other characteristic protected by applicable federal, state or local laws. Our management team is dedicated to this policy with respect to recruitment, hiring, placement, promotion, transfer, training, compensation, benefits, employee activities and general treatment during employment.