

Communications Associate, KIPP Bay Area Schools (Oakland)

About KIPP Bay Area Schools

In the San Francisco Bay Area, five KIPP middle schools and two KIPP high schools are closing the achievement gap between low-income students and their more advantaged peers. These tuition-free, college-preparatory schools are located in the under-served neighborhoods of Bayview Hunters Point and the Western Addition in San Francisco, East San Jose, San Lorenzo, and West Oakland. Our mission is to ensure our students develop the knowledge, skills, and character needed to succeed in college and the competitive world beyond.

KIPP (The Knowledge is Power Program) began in 1994 in Houston, Texas. Today, there are 82 KIPP schools in 19 states and Washington, D.C. serving more than 20,000 students. KIPP Bay Area Schools (KBAS) is the nonprofit with a total of 200 employees and an annual revenue of \$20M that manages the seven KIPP schools serving 2,200 students in the Bay Area.

Position Overview

The Communications Associate is a key member of the marketing team and will work at the Regional Support Office (RSO) in Oakland. He/she is responsible for supporting marketing and communications for all KIPP Bay Area Schools constituencies: donors, talent, and internal (team and family). The Communications Associate must have expert writing and editing skills; he/she will be the primary copywriter across print and digital platforms including social media, and ensure all communications promote the KBAS brand. Additionally, the Communications Associate will manage media relations and support the talent recruitment effort for all seven schools and the RSO.

The Communications Associate will report to the Director of Marketing and Talent Recruitment. This role requires excellent communication skills, meticulous attention to detail, a commitment to accuracy, and an orientation toward expert customer service.

Primary Responsibilities Include:

External Communications

- Manage Twitter feed and Facebook page
- Write and edit copy for annual report, brochure, one-pager
- Maintain Web site
- Track traffic and trends of Web site using Google Analytics
- Manage media relations
- Special projects

Donor Communications

- Annual donor newsletter (print)
- KBAS Update (email marketing)
- Development and event collateral (print and digital)
- Board materials

Talent Recruitment Communications

- Support outreach efforts to raise awareness about and attract top talent to the organization
- Support marketing effort to further diversify talent pipeline
- Maintain robust online presence of career opportunities across seven schools and RSO
- Manage detailed calendar of outreach efforts (online postings and otherwise)

- Conduct first round screenings for all teaching applicants (digital)
- Maintain Talent Recruitment database (Quickbase) and create reports as requested
- Promote Teacher Recruitment Referral Bonus program

Internal Communications

- Work closely with the Executive Director to support communications as needed
- Support production of business system as needed (business cards, letterhead, note cards, etc)
- Write, revise, and copyedit School Profiles
- Support production of departmental collateral (benefits brochure, departmental cover sheets)
- Support internal RSO communications, including shared calendars

Skills and Qualifications:

- Exemplary communication skills (written, aural and oral)
- Meticulous attention to detail and exceptional organizational skills
- 3–5 years previous experience in marketing and communications role
- Bachelor's Degree required, advanced degree a plus
- Keen interest in closing the achievement gap, urban public education, and marketing
- Interest in developing skills in all communications dimensions (written, spoken, graphic, visual)
- Articulate, polished and professional demeanor with strong work ethic, self-confidence, initiative, and leadership skills
- Ability to self-direct and prioritize among competing goals and to initiate process improvements
- Flexibility and willingness to contribute when necessary on projects outside of own department
- Demonstrated ability to work well with others and build relationships across teams and schools
- Strong achievement orientation with exceptional time management skills and demonstrated ability to multi-task
- Unquestioned integrity and commitment to KIPP Bay Area Schools' mission and values

Salary & Benefits

We offer a competitive salary and excellent benefits package, depending on experience and qualifications.

To Apply

Please send your resume and a detailed cover letter demonstrating your interest in working for KIPP Bay Area Schools and your unique qualifications for the position, to hr@kippbayarea.org with "Communications Associate" in the subject line. Resumes submitted without a cover letter will not be considered.

KIPP Bay Area Schools is an equal opportunity employer. We do not discriminate on the basis of race, color, gender, handicap, age, religion, sexual orientation, or national or ethnic origin. We are strongly committed to hiring a diverse and multicultural staff and encourage applications from traditionally under-represented backgrounds.