

## Engagement & Communications Manager School Year 2024-25

Full time, 12-month position

Start Date: ASAP

Location: both campuses

Salary Range: \$65,000 – 75,000



WASHINGTON LATIN  
PUBLIC CHARTER SCHOOLS

*A Classical Education for the Modern World*

### **JOB PURPOSE**

The Engagement & Communications Manager reports to the Director of External Affairs and supports the work of the Department in community outreach, engagement, and fundraising. This position is particularly focused on communications to both external and internal audiences for Washington Latin as a whole and its two campuses across all media. The Manager supports all communications aimed at supporting the work of the organization by sharing our mission, vision, model and culture as well as information with our internal and external audiences

### ***Responsibilities***

- Family Communications
  - Gather information that families of enrolled students need and work with the Director of External Affairs to establish and follow an appropriate schedule of information sharing and planned communications (e.g., back to school season, parent-teacher conference sign ups, SAT Testing Day procedures, etc.)
  - Take on responsibility for the weekly family newsletters at both campuses, including identifying topics, gathering necessary information, drafting and/or refining existing copy and images, and maintaining and create and send internal communications for the 2nd Street and Cooper Campuses
  - Support the campus leadership team in their outreach to families by collaborating to create materials for in-person and online family fora, flyers, posters, and other materials.
  - Support the Parent-Faculty Association meetings and activities in collaboration with the Principals and/or Division Directors.
- External Communications
  - Support the work of the External Affairs Department in creating compelling materials across all media, collaborating to plan and execute a comprehensive communications plan.
  - Prepare news stories, press releases, social media ads, flyers and other forms of external communications.
- Maintain Latin's online presence
  - Ensure that the site is current in terms of information and images by reviewing it regularly and making additions, subtractions, and other changes as needed.
  - Work with the Director of External Affairs to create new pages and refresh the design, as needed and annually (summer).

**Washington Latin Public Charter Schools** ★ *A Classical Education for the Modern World* ★ [www.latinpcs.org](http://www.latinpcs.org)

2<sup>nd</sup> Street Campus ★ 5200 2<sup>nd</sup> Street NW, Washington, DC 20011 ★ 202.223.1111

Anna Julia Cooper Campus ★ 711 Edgewood Street NE, Washington DC 20017 ★ 202.697.4430

- Work with the Director to manage Latin’s social media presence, including planning and then executing posts and ads on Facebook, Instagram, Twitter, etc. in support of the larger communications strategy.
- Work with Director and other members of the Department to support events for families, donors, alumni, and other members of the extended Latin community, including:
  - Prospective student/family outreach and recruitment events (school fairs, MySchoolDC’s EdFest, and Latin’s own open houses and family tours
  - New family engagement activities (orientations, coffees, summer play dates, etc.
  - Parent and family events, such as socials, parties, and more
  - Donor cultivation activities, such as Bacchanalia parties or Capital Campaign activities
  - Alumni reunions and alumni parent socials

### ***Knowledge, Skills, and Abilities***

- Excellent written communication skills across a range of types of writing, from fundraising appeals to informational flyers to snappy social media posts
- Experience in and interest in creating visually appealing materials, both online and in print, including e-newsletters, websites, flyers and other print materials, and more.
- Photography/videography interest and ability (with SLR cameras and/or phone cameras) to document school happenings and create visually appealing communications
- Ability to plan and meet deadlines, coupled with a flexibility to respond to changing demands and last-minute changes
- Demonstrated resourcefulness in gathering information in an environment that is primarily focused on the mission (educating students) rather than the marketing and communications work of the Department
- Ability to work with a range of colleagues, students, families and external stakeholders
- Genuine interest in and commitment to the classical mission of the school and its diverse student body

### ***Qualifications***

- Bachelor’s Degree Required
- Minimum five years of experience in communications, marketing or related field; preference for experience in an education or nonprofit organization.

***This job description does not state nor is it intended to imply that these are the only duties to be performed by the employee occupying this position. All employees should be prepared to go beyond the narrow job description of the faculty member and participate in the full life of the school.***

### **WHO WE ARE**

Washington Latin PCS is a small network of liberal arts, college preparatory schools with a classical mission serving over 1,000 students in grades 5-12 from across the District of Columbia on two campuses. We believe that all students deserve a quality education that goes beyond preparation and focuses on developing knowledge, understanding and humanity. Ours is a school where words matter, ideas matter, and people matter.

**Washington Latin Public Charter Schools ★ *A Classical Education for the Modern World* ★ [www.latinpcs.org](http://www.latinpcs.org)**  
 2<sup>nd</sup> Street Campus ★ 5200 2<sup>nd</sup> Street NW, Washington, DC 20011 ★ 202.223.1111  
 Anna Julia Cooper Campus ★ 711 Edgewood Street NE, Washington DC 20017 ★ 202.697.4430

Our school is grounded in the following essential characteristics, which shape the Washington Latin experience for our faculty, students, and families:

- **Classical Mission** – Our model brings together timeless truths from antiquity with the study of contemporary issues through a broad liberal arts curriculum, aimed at helping our students develop both their autonomy as individuals and their commitment to the common good. We ask students to consider moral issues across every subject and grade, particularly through regular Socratic seminars that help them to develop informed, reasoned and flexible opinions. This ability to engage in civil debate is a keystone of our democratic society and thus an important element of our program.
- **Diverse, integrated community** – Our student body is diverse by design, which we consider necessary to accomplish our mission. We believe that a central purpose of education is to help students to develop the ability to work within our diverse and increasingly global society. Our approach cultivates students’ respect for difference while fostering their understanding and appreciation of our shared humanity.
- **Personal, Nurturing Culture** – Washington Latin is deliberately small (overall and in terms of class sizes), so that everyone is known as a scholar and individual. We aim for mutual trust and respect in our community to foster intellectual curiosity and creativity. We want for students and faculty alike to feel a sense of community that encourages them to try something new, challenge ideas, make mistakes, and step up as leaders.
- **Faculty Excellence & Autonomy** – Our leaders are teachers, and our teachers are leaders. They bring expertise in and passion for their fields of study to their classrooms. We grant them autonomy in curricular and teaching choices, while at the same time providing personal support and opportunities for their professional development. Above all, we respect and nurture their intellect and humanity. The result: a stable cadre of excellent teachers, close-knit as a community and devoted to their students’ long-term success.

[Read more](#) about Latin’s model, teaching approach, and community on our website.

## WHO YOU ARE

You are a master of your content, a curious lifelong learner, and someone who loves working with kids. Additionally, you consistently do the following:

### For Students

- ✓ Create and maintain a respectful, orderly, safe environment in which academic inquiry is highly valued and ideas are freely explored;
- ✓ Establish and consistently administer high academic and personal expectations for students both in and out of one’s classroom;

**Washington Latin Public Charter Schools** ★ *A Classical Education for the Modern World* ★ [www.latinpcs.org](http://www.latinpcs.org)

2<sup>nd</sup> Street Campus ★ 5200 2<sup>nd</sup> Street NW, Washington, DC 20011 ★ 202.223.1111

Anna Julia Cooper Campus ★ 711 Edgewood Street NE, Washington DC 20017 ★ 202.697.4430

### **For Colleagues and Administrators**

- ✓ Are respectful of one's colleagues and administrators in word and deed;
- ✓ Play a role at all times in maintaining a school atmosphere of civility, decency, and respect among students, faculty, and administrators;

### **For Parents**

- ✓ Recognize the partnership between school and home as a crucial component of a student's experience in school;
- ✓ Are willing to invest the time to develop and maintain relationships with families;

### **For Oneself**

- ✓ Actively pursue professional development opportunities;
- ✓ Join all relevant educational organizations for one's continued growth;
- ✓ Discuss with your supervising administrator any particular conditions that could make life at Washington Latin more enjoyable and productive;
- ✓ As much as possible, maintain some healthy balance of professional and personal time.

### **COMMITMENT TO DIVERSITY/EQUAL OPPORTUNITY EMPLOYMENT POLICY**

Washington Latin is an equal-opportunity employer, and it is our policy to recruit, hire, and promote for all jobs on the basis of merit, qualifications, skills and competence. We do not discriminate on the basis of race, color, national origin, marital status, religion, sex, age, sexual orientation, disability, or any other protected status. Washington Latin will fully comply with all employment-related and other laws. All employment decisions will be made solely on the basis of the individual's qualifications as related to the requirement of the position being filled.

**APPLY NOW!**

**Email cover letter & resume to [jobs@latinpcs.org](mailto:jobs@latinpcs.org)**

**Washington Latin Public Charter Schools ★ *A Classical Education for the Modern World* ★ [www.latinpcs.org](http://www.latinpcs.org)**

**2<sup>nd</sup> Street Campus ★ 5200 2<sup>nd</sup> Street NW, Washington, DC 20011 ★ 202.223.1111**

**Anna Julia Cooper Campus ★ 711 Edgewood Street NE, Washington DC 20017 ★ 202.697.4430**