



## **Director of Public Relations**

Fall 2023

Do you want to make a real, demonstrable, and positive impact on one of the most critical issues facing New Hampshire? Are you a motivated, collaborative self-starter who is passionate about the power and potential of youth in our state? Do you have a proven track record in strategic communications, know what to say and when to say it, and want to work in a fun, fast-paced, environment?

If so, Reaching Higher NH is the place for you. We're a small team with a big impact. We believe in the power and potential of our state's young people, and are relentless in our effort to make sure that each and every one has access to a high-quality public school that prepares them for the future they choose, regardless of their background or where they live. We believe that public schools are the cornerstone of their communities and crucial to democracy. And, we believe that our state has the responsibility to give public schools the resources necessary to provide every young person with what they need to learn, grow, and thrive.

As our Director of Public Relations, you'll be a key part of the leadership team and integral to building and contributing to the organization's reputation. You'll help deepen RHNH's impact through effective communication, research, thought partnership, and engagement. Join our dynamic team and be a part of a driving force to more equitable, supportive, and high-quality public schools.

### **Salary and Work Environment**

This is a full-time, salaried position located in Concord, NH, with the ability to work in a hybrid format. The salary range for this exempt position is \$65,000 - \$70,000.

### **Relationships**

This position reports to the Executive Director and closely collaborates with the full RHNH team.

## **Responsibilities**

The Public Relations Director will lead the organization's key strategic communication initiatives, ensuring they continually uphold and advance Reaching Higher's organizational values, policy priorities, and the real needs of students, educators, and community members.

Accordingly, the Director of Public Relations will:

### *Key Leadership Responsibilities*

- Collaboratively steward RHNH's strategic vision: Understand where RHNH is now and where we need to be.
- Implement a public relations strategy: Advance our brand awareness and further our policy objectives through content development placement in digital, print, and other publications.
- Source, develop, curate, and disseminate content that reinforces RHNH's mission, vision, values, scale, and impact to engage key current and potential stakeholders.
- Facilitate knowledge-building and information sharing by fostering a highly communicative internal culture that informs all RHNH staff of relevant media-related work.
- Assist in the coordination of values-aligned fundraising efforts.

### *Campaign Strategy*

- Monitor relevant issues and political dialogue to develop timely messages and track big-picture narrative shifts.
- Develop organizational and issue-based campaign materials, including issue briefs, brochures, flyers, fact sheets, and other materials.

### *Organizational Content Development*

- Plan and execute media relations initiatives, such as news releases, media pitches, media requests, organizational statements, messaging guidance, and op-eds.
- Work in close collaboration with RHNH policy and executive team to keep informed of legislative activity, curating content advancing RHNH's policy priorities and overall vision for public education.
- Identify new opportunities and platforms to develop and elevate issue-based campaign demands and member stories.

### *Media Cultivation*

- Develop and implement strategies for securing earned media, including managing a reporter database, pitching stories, and drafting press releases.
- Develop and manage media relationships with local, state, and occasionally national media.
- Craft media strategy to share our story externally, identifying key moments in time for

creative storytelling opportunities to advance our mission.

- Institute and monitor ongoing KPIs and OKRs to evaluate the effectiveness of media and public relations initiatives.
- Oversee the annual media and public relations budgeting process, identifying and securing needed resources and ensuring cost-effective strategies for optimal utilization.

#### *Execute media and public relations strategy*

- Act as a spokesperson for the organization, supporting RHHH team members and stakeholders with communication toolkits, talking points, messaging guidance, and media training to serve as effective ambassadors for our organization.
- Provide strategic and on-the-ground leadership during rapid response moments, including establishing criteria for response, liaising with media, preparing internal and external communications, developing action plans, monitoring progress, and holding after-action reviews.

#### *Drive innovation and thought leadership in media strategy and external presence*

- Design strategies to influence key stakeholders and explore innovative methods for presenting RHHH's impact.
- Identify events, publications, and partners in which to participate/engage as part of a calendar of speaking engagements and leadership awards/profiles.
- Participate in external forums to gather best practices as well as help amplify RHHH's impact and voice.
- Track and analyze education-related and competitor news coverage for proactive response, enabling RHHH to market with distinctive messaging.
- Create or co-create vehicles to promote and amplify RHHH's impact, such as white papers or impact reports.

*Other tasks, as appropriate and assigned.*

#### **Qualifications**

- Commitment to Reaching Higher NH's mission, vision, and values.
- A Bachelor's degree OR equivalent work experience in communications, political science, government, or other relevant field.
- A minimum of five years of professional experience in developing and implementing communications strategies, including strategic communications, social media management, and editorial design.
- Experience managing digital and social media, including crafting content for social media platforms.
- Experience with graphic design tools like Photoshop, Canva, or other tools.

- Experience with digital and social media analytic tools, including Google Analytics and social media management tools.
- Exceptional and demonstrated writing and communication skills.
- Ability to juggle multiple, complex streams of work in a fast-paced remote environment, making smart judgment calls on where to prioritize.
- Familiarity with education policy and players in NH and an understanding of the NH legislative process.
- Ability to work independently, as well as under supervision, particularly in a hybrid-remote environment.
- An overall startup mentality – flexibility, adaptability, commitment, and energy –and enthusiasm for working as part of a close, dedicated team.
- Experience in a nonprofit work environment is preferred.

### **Application and Hiring Timeline**

Please submit a Resume or CV with complete employment history and educational background to [admin@reachinghighernh.org](mailto:admin@reachinghighernh.org), using the subject header line **Director of Public Relations2023**.

Review of all applications will occur on a rolling basis and will conclude upon the hiring of a candidate. A question set will be shared with selected candidates after a review of resumes.

### **Equal Employment Opportunity**

Reaching Higher NH is committed to creating a diverse and inclusive environment. We are proud to be an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, ethnicity, religion, sex, color, national origin, age, sexual orientation, gender identity or expression, mental or physical disability, genetic information, veteran status, or on any other basis prohibited by applicable law.