



SPEAK UP COMMUNICATIONS ASSOCIATE

Description of the position:

Speak Up, a nonprofit advocacy organization, is seeking a full-time communications specialist to assist the Director of Communications with blogging, video editing, social media and other digital communications needs. Speak UP monitors, reports on and analyzes the actions of the LAUSD School Board and its members, from the perspective of the LAUSD parents.

Essential Functions Include:

- Develop and execute social media activities across multiple channels
- Report and write stories for Speak UP Board Watch. Interview parents and write parent blogs and testimonies for school board meetings.
- Develop and execute email programs through campaigns and actions, including writing appeals and other calls-to-action
- Research, report and write blogs, news stories and other content and assist in communications strategy
- Basic videography and video editing
- Help manage and drive events and campaign rollouts, including developing email invitations, managing invitation lists
- Identify and research media outlets, producers, editors, and reporters receptive to Speak UP's message
- Identify good stories and exercise good storytelling skills
- Pitch television, radio, print, and online media and secure stories for placement
- Proofread and coordinate production of communications materials
- Other projects as assigned

Required Skills and Qualifications:

- Belief in and willingness to advance the mission and values of Speak UP,

especially that all children -- regardless of zip code or school model -- have a right to a high-quality education, and that empowered, knowledgeable and active parents are crucial to that outcome

- Excellent reporting, interviewing and writing skills
- Excellent copy editing and proofreading skills
- Flexibility and ability to work in a fast-paced breaking news environment
- Basic video editing skills a plus
- Experience with social media platforms such as Facebook, Instagram, Twitter
- Knowledge of education reform and educational policy is a plus
- Excellent ability to synthesize complex policy information and simplify it for a mass audience
- Ability to work collaboratively with co-workers.
- Bachelor's degree in journalism and experience with journalism preferred.
- Spanish proficiency (writing and speaking) a plus
- Knowledge of AP style a plus

To apply for the position:

Please send a cover letter and resume to info@speakupparents.org with "Communications Specialist" in the subject line.

About Speak UP:

Speak UP was founded in March 2016 by a group of Los Angeles parents who want a more powerful voice in LAUSD's and California's education policies.

Speak UP's mission is to engage, educate and activate parents and community members to advocate for excellent, equitable public education at school, in their communities, to their elected representatives and at the ballot box.

Speak UP's goal is to move education policy forward by ensuring that California parents and families have an organized, enduring and effective voice in the electoral and political processes.

Speak UP's strategies and actions reflect a set of core values shared by our community. We work together to address the urgency of changing California's public education outcomes by promoting actions and policies that are **student centered, equity driven, participatory, informed and collaborative.**

Speak UP's policy agenda is driven by a platform that is an extension of our core values. We believe that a high-quality education system has the following components:

- **High expectations for all children**
- **Excellent teachers in every classroom**
- **Quality resources in every school**
- **A curriculum that prepares all children to be successful in school, career**

and life.

To achieve this vision, **Speak UP** members believe that school districts and agencies must embody the following principles that create a climate for excellence:

- **Autonomy**
- **Choice**
- **Transparency**
- **Responsiveness**
- **Accountability**

Website: www.speakupparents.org/careers