

Outreach Specialist

SUMMARY

EdReports seeks a strategic, action-oriented Outreach Specialist to contribute as a key team member in this dynamic organization. EdReports is a national non-profit that seeks to transform K-12 education by publishing reviews of K-12 instructional materials and supporting their use in quality curriculum adoption processes. To date, EdReports has published over 150 reviews of math and ELA materials – including analysis of their alignment with College and Career Ready Standards and usability— and continues to review materials on a rolling basis.

EdReports was conceived of by some of the nation’s leading minds in math, science, business, K-12, and higher education and exists on the basis of three core beliefs:

- To improve the supply of quality instructional materials, we must first improve demand for them.
- Any review of instructional materials must be for educators, by educators.
- Credible reviews that elevate quality instructional materials will help the entire field of teaching.

The market is continuously flooded with new and repackaged products as states update their academic standards. Emerging research shows that strong instructional materials can have as great an impact on student learning as teaching, but without reliable information, US school districts may make uninformed purchasing decisions, and the needle on student performance may remain unmoved.

EdReports produces compelling evidence about what constitutes quality K-12 materials, using educator-led reviews and according to the highest standards of transparency and quality. The result is strong demand in the marketplace from educators and parents that informs purchasing and use decisions and drives continuous improvement of materials, which will contribute to increased academic performance by students.

EdReports is chaired by Harvey Mudd College President, Dr. Maria Klawe, and board members include K-12 educators and leaders from the non-profit, higher education, and business sectors. The organization has strong philanthropic support, and its current anchor funders include the Leona M. and Harry B. Helmsley Charitable Trust, William and Flora Hewlett, and the Bill & Melinda Gates Foundations.

<p>KEY RESPONSIBILITIES</p>	<p>The Outreach Specialist will play a critical role in increasing EdReports’ impact and ensuring that educators across the country are able to benefit from our work. S/he will work closely with the Director of Partnerships and Strategy, communications team, ELA and math content teams, and the Executive Director to:</p> <ul style="list-style-type: none"> • Build and maintain relationships with school, district, state, and non-profit leaders to support the use of EdReports resources during instructional materials selection processes; • Proactively identify opportunities to expand EdReports’ impact with targeted audiences (e.g., CAOs, assistant superintendents, directors of curriculum and instruction) and geographic regions (e.g., California); • Represent EdReports at conferences and stakeholder briefings to promote the use of our reports and the importance of high-quality, aligned instructional materials; • Support EdReports’ network of educators in key regions and as part of targeted outreach campaigns to communicate on behalf of the organization and advocate for high-quality instructional materials; • Implement a feedback loop from educators and leaders that informs the quality and design of reports and the EdReports website; • Inform the development and publication of key stakeholder materials, including FAQs, fact sheets, user guides, and templates for state-specific audiences; • Provide content to support the EdReports communications and outreach strategy, including identifying blogs, executing social media campaigns, and writing content for our website and partner sites; • Work with the Director of Strategy and Partnerships to execute on marketing, communications, and PR strategies; • Contribute to the overall strategic direction and effectiveness of the organization, including how best to deliver on commitments established with the Executive Director and Board of Directors; and • Other duties as assigned.
<p>SKILLS & EXPERIENCES</p>	<p>Strong candidates will bring the following skills and experiences:</p> <ul style="list-style-type: none"> • Track record of successfully leading and/or implementing recruiting, marketing and/or outreach and engagement campaigns to meet organizational goals; • Experience working directly with district, state, or nonprofit instructional leaders, with a preference for experience in California;

	<ul style="list-style-type: none"> • Experience leading instructional materials adoption processes; • Exceptional written and spoken communications and interpersonal skills, including the ability to build support for new initiatives across a diverse range of stakeholders and audiences, such as business leaders, educators and policymakers; • Demonstrated ability to synthesize data and present trends to inform organizational strategy; • Understanding of K-12 education and its political and policy landscape, including the Common Core State Standards, curriculum, and textbook procurement and adoption; and • Seven to ten years of professional experience in education and/or related fields with experience in the non-profit sector or publishing industry preferred; • A Master’s degree in education, policy, business administration, or related field is preferred.
<p>PERSONAL CHARACTERISTICS</p>	<p>Strong candidates will possess the following personal characteristics:</p> <ul style="list-style-type: none"> • An ability to demonstrate respect for teachers and teaching and collaborate with educators throughout the work; • Excellent judgment and ability to maintain a professional, upbeat attitude and sense of humor under pressure; • A deep sense of personal responsibility and integrity, and a track record that demonstrates both; • An ability to successfully navigate ambiguity and maintain flexibility; • Ability to multi-task and manage competing demands and deadlines, while continuing to produce high-quality work; • A collaborative, inclusive approach to building consensus and taking action; and • An ability to work independently and collaborate with colleagues and educators in a virtual work environment.
<p>LOCATION, COMPENSATION & BENEFITS</p>	<p>Salary and benefits are competitive and commensurate with experience. Location and schedule is flexible. Key projects during 2016-18 will be conducted across California; however, we will hire the most talented and well-qualified candidate, regardless of where he or she lives.</p>
<p>APPLICATION PROCESS</p>	<p>Applications will be reviewed on a rolling basis. Please submit a compelling cover letter and resume to careers@EdReports.org by October 14, 2016.</p> <p>EdReports is an equal opportunity employer and strongly encourages applications from people of color, persons with disabilities, women, and</p>

LGBT applicants.

For more information, visit <http://www.EdReports.org>