



COMMUNICATIONS COORDINATOR JOB DESCRIPTION FULL-TIME POSITION

Who We Are

[United to Learn](#) is an education nonprofit that is changing lives by transforming the relationship between schools and community. The United to Learn network is comprised of more than 75 partners including 47 Dallas ISD elementary schools as well as private schools, faith-based organizations, and businesses working together to accelerate student achievement, develop purposeful leaders and create a united and thriving community.

What We Believe

Our values underpin everything we do. Together we aim to be:

- **Optimistic:** We believe that with the right resources all children can achieve greatness
- **Nimble:** We respond flexibly and creatively through active listening
- **Culturally Competent:** We build a positive understanding of diverse perspectives
- **Collaborative:** We respectfully and empathetically work to learn from each other and build coalitions
- **Effective:** We use evidence-based practices for high-impact results

The Role

United to Learn's **Communications Coordinator** supports United to Learn's mission and programs by building awareness, understanding and investment in U2L's efforts to grow student achievement and expand our impact. This role works with internal and external stakeholders and reports to the Chief Marketing Officer.

Essential Responsibilities

- **Support all marketing and communication** efforts to help further our mission and vision.
- **Assist with management of website** including content updates in Wordpress, optimizing SEO, analytics, daily maintenance to measure effectiveness.
- **Assist with digital marketing strategies** such as Google Ads, SEO, and paid social, measuring effectiveness and orchestrating ongoing efforts when needed.
- **Plan and execute social media** across all channels—writing copy, designing graphics and measuring effectiveness.
- **Execute email** efforts including writing copy, inserting graphics, importing mailing lists and reporting effectiveness.
- **Support PR** including posting press releases, tracking coverage and sharing media mentions via social media.
- **Support program-driven communications** such as Learning Launch, Community Campus Day, and fundraising campaigns, including specific collateral management and sponsor recognition efforts.
- **Support various communication efforts** such as presentation management, and material resources to support SEL, Learning Environments, Literacy, and Community Activation goals.
- **Execute the details** of all meetings including invitations, presentation design, vendor coordination, Zoom management, recording/editing videos, etc.
- **Work collaboratively** with other coordinators to provide administrative support or duties as assigned.

Ideal Candidate Qualifications

- Demonstrate a strong commitment to equity, public education, student achievement and U2L mission, vision and values.
- Display excellent written and verbal presentation skills to engage a wide range of stakeholders.
- Be proficient in visual skills, such photography, video; and software such as Adobe Creative Suite, PowerPoint, Word, Excel, Canva, Constant Contact, WordPress, Zoom, YouTube, and other key systems to manage communications.
- Ability to nimbly adjust priorities, positively receive feedback and manage multiple tasks while working collaboratively.
- Hold a Bachelor's Degree and a minimum of two years in marketing/communication-related pursuits.
- Bilingual English/Spanish skills are a plus.

To apply, please email a cover letter and resume to careers@unitedtolearn.org.

OUR MISSION: Changing lives by transforming the relationship between schools and community.