

**POSITION TITLE:** Director of Communications

**STATUS:** Full-time, 40 Hrs. per week

**CLASSIFICATION:** Exempt

**REPORTS TO:** Executive Director

**CREATION/REVISION DATE:** April 2026

**Our Why** At Philadelphia Academy of School Leaders (PASL), we believe every Philadelphia student deserves an educational experience that centers their well-being, expands their ideas of what is possible, and helps them define as well as achieve success to thrive as community and global citizens.

**Our Mission** To provide quality programming that engages, develops, and supports transformative K–12 educational leaders who authentically embrace equity, inclusion, and educational excellence for every child in Philadelphia.

**Our Vision** We work so that all Philadelphia students receive an excellent educational experience, advanced through innovative, effective leadership, that supports their achievement and social-emotional growth to realize success in and beyond the K–12 experience.

**Our Commitment:** PASL programs are unparalleled because our approach to leadership development is results-driven and evidence-based. We take an intentional approach to professional development, offering a continuous system to develop school and system leaders across roles and throughout their careers so that they can leverage skill sets and implement best practices with fidelity. All of our programs are grounded in our Leadership Competencies Framework for Professional Practice, which shapes our signature training and support.

### **Why This Role Exists**

This position is both strategist and storyteller. The Director will focus on effective communication with key internal and external stakeholders, creating efficient and engaging ways to streamline and share the organization's message. The Director will partner with the full PASL team to ensure consistent messaging, identify and share case studies and promising practices, and convey impact. This role exists to tell PASL's story — clearly, creatively, and consistently utilizing the latest data and stories of impact.

This is a higher-level, hands-on storytelling role for someone who can think like an editor, create like a producer, and lead with strong creative instincts.

### **What You'll Do**

#### ***Lead The Story***

- Shape ideas into persuasive narratives rooted in PASL's mission utilizing data and compelling successes and impact.
- Ensure everything published is clear, consistent, accurate, and unmistakably on brand.
- Establish and maintain relationships with relevant local, regional, and national press to secure impactful media opportunities and successfully deployed press releases.
- Identify storytelling opportunities that support visibility and community engagement.

#### ***Create the Content***

- Write, edit, and produce original content—short- and long-form—for intended channels.
- Prepare, manage, and coordinate participant, partner, board, and funder communications.

- Create consistent and efficient processes for ongoing communications with key stakeholders to cultivate/maintain relationships and optimize stakeholder experience, understanding, and engagement.
- Maintain organizational website, regularly updating all content and imagery and keeping news, features, and events current.
- Draft/support and distribute/promote leadership communications on behalf of senior leadership.
- Serve as the primary press contact for PASL.
- Craft and deliver crisis communications (strategies, statements, talking points, etc.) as needed.
- Create and implement a social media strategy to increase digital presence, viewership, and engagement.
- Manage and maintain inventory of all produced assets.

#### **Provide Editorial Oversight**

- Review and refine content ideas from internal teams, partners, freelancers, and agencies.
- Manage content workflows from idea through publication and measurement.

#### **Collaborate & Lead**

- Identify and coordinate with outside communications professionals on any needed joint efforts.
- Partner with the full PASL team to identify and share anecdotes, case studies, and impact.
- Prepare and manage annual communications budget and timelines.

The position's essential functions listed above describe the general nature and scope of work. Other responsibilities, duties and skills may be required and assigned, as needed.

#### **What You Bring**

- Passionately believe that all students can achieve at high levels.
- Bachelor's degree in digital media, marketing, communications, film/video, television production, media studies, or similar experience/field of study.
- 8+ years creating and overseeing digital, written, and video content- short and long form.
- A proven track record as a storyteller, editor, producer, and content leader.
- Excellent written and verbal communication skills including writing, editing, and editorial judgment (familiarity with AP style preferred).
- Ability to capitalize on trends, competitive intelligence, and insights from relevant sources.
- Comfortable with leading freelancers, agencies, and cross-functional collaborators.
- Strong instincts for brand voice, audience engagement, and visual storytelling.
- Curiosity, creativity, and a collaborative, roll-up-your-sleeves mindset.
- Ability to persuasively present content strategies internally.
- Availability to work a flexible schedule as needed – may involve evenings.
- **Highly collaborative**, able to synthesize cross departmental input into compelling content.
- Demonstrated success developing **insights and data-informed, multi-platform content strategies** that deliver results.
- **Strong critical thinking, interpersonal skills, and professional maturity.**
- **Self-motivated, curious, and growth-oriented**, thriving in a collaborative, idea-driven environment with an entrepreneurial mindset.
- **Highly proficient in Adobe Creative Suite, Mac, Google Workspace, and Microsoft Office** with working knowledge of **AI tools for creative development** and content requirements to perform within **SEO and AEO ecosystems.**
- Brings **energy and passion for content strategy and audience engagement**, particularly with diverse audiences.
- Able to **think big, push creativity, and have fun** while maintaining discipline and focus.

- **Highly organized and systems-oriented** with the ability to set priorities, meet deadlines, manage complexity, and lead freelancers as needed.
  - Demonstrates **cultural competency and a commitment to inclusion, belonging, and accessibility**, upholding professional standards, confidentiality, and respect for colleagues, and community.
  - Must have PA Act 153 clearances (PA criminal history, FBI fingerprints, and PA Child Abuse) completed prior to hire.
  - Maintain a positive attitude, flexibility, and humor.
- 

### **Why This Role Matters**

Your work will define how PASL is seen, heard, and remembered. You'll help translate impactful adult learning into stories that inspire funders, partners, and the broader community—while ensuring the content is engaging, thoughtful, and current.

### **PHYSICAL REQUIREMENTS & ENVIRONMENT**

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Is regularly required to use hands. Must be able to use hands and fingers continuously.
- Able to remain stationary for extended periods of time, to utilize computers and other office/technical equipment.
- Is frequently required to stand and walk; will frequently be required to move from one position to another.
- Ability to perform the physical requirements of the position, i.e., pushing, pulling, reaching, bending, squatting, kneeling, and climbing.
- Required to talk and hear.
- Required to see, especially differentiation with print colors.
- Able to see and read fine print and/or normal size print on screens or hard copy.
- Ability to lift and/or move up to 30 pounds.
- Ability to grasp objects/equipment, type, pick up objects/equipment, move objects, or hold objects/equipment.
- The individual performing this job must be comfortable in an environment where people are coming and going regularly.

Philadelphia Academy of School Leaders offers a competitive benefits package that includes excellent health care for employees, generous paid time off, supportive work and family benefits, professional development opportunities, and more. Compensation is competitive and based on experience. PASL is an Equal Opportunity Employer.

To apply, please submit your resume and cover letter to [careers@pasl.org](mailto:careers@pasl.org).