



## Communications Specialist

### Overview

The Partnership for Appalachian Girls' Education ('PAGE'), a 501(c)3 non-profit organization, is seeking a part-time **Communications Specialist** to co-develop and implement effective media and communications strategies for PAGE. This new position will involve collaborative work and planning with PAGE's leadership team: Deborah Hicks-Rogoff (Executive Director), Maia Surdam (Program Director), and Debbie Chandler (Assistant to the Program Director).

A successful candidate will have strong storytelling skills and an ability to work creatively with diverse digital media.

PAGE was founded in 2010 to create new ladders of educational opportunity for girls and young women who are growing up in rural, more vulnerable communities in Appalachia. Our **mission** is to empower girls through innovative education, so they can become leaders in a new Appalachia.

In 2020, PAGE transitioned from being a program at Duke University to become an independent nonprofit organization. We are proud to begin our 2<sup>nd</sup> decade as a nonprofit with plans to grow in Madison County and, in future years, scale our programs to other Appalachian communities in need.

PAGE addresses the need for high-quality education, across the school year and over the summer, that prepares girls to connect, learn, and lead in both local and global communities. We focus on innovative education that extends what is possible for girls to achieve and learn during the school day: digital learning projects; interdisciplinary humanities labs; place-based education in STEM, the arts, and humanities; deep readings of literature; Appalachian Studies; and leadership opportunities. We see our mission as that of preparing girls for futures in which they can assume *leadership* roles in Appalachian communities and workplaces.

Our Communications Specialist position will be a year-round, half-time position, with occasional periods of more intensive site-based work. This position will entail weekly virtual or in-person meetings as well as some on-the-ground work at our program sites. The bulk of the work will be completed remotely on a flexible schedule.

Responsibilities will include the following:

- I. Collaborative Design and Planning of PAGE Communications
  - Developing a deep understanding of PAGE’s mission, its rootedness in place (Appalachia), and its place-based educational programs in order to help design and execute meaningful communications strategies;
  - Meeting (virtually or in-person) *weekly* with members of PAGE leadership team, for planning and design purposes;
  - *Prior to this weekly meeting*: submission of a weekly outline of projected Communications areas of focus, strategy, and storytelling;
  - *Biannual retreat meetings* (January and July) to map out medium/long term strategies for each calendar year;
  - On-site immersive visits as needed to develop deeper knowledge of PAGE learning opportunities, its students, and its team.
  
- II. Curating of PAGE Social/Digital Media Platforms
  - Planning and executing weekly posts on PAGE’s three main social media platforms (Twitter, FB, Instagram), in consultation with PAGE leadership team members (per the planning meetings described above);
  - Creating a monthly PAGE e-newsletter (via MailChimp) in collaboration with the Executive Director and other members of PAGE’s leadership team; this will involve some collaborative writing/editing of narrative content and the integration of visual media content with text content;
  - Collaborating with the Executive Director and Program Director on choosing content to be shared with our website designer, Mindy Wagner, for our regular website updates (typically done on an annual basis in the late fall): selecting images and short form videos, editing digital content as needed for Mindy’s work;
  - Collaborating on the design of other promotional materials, such as special MailChimp campaigns (E..g, Giving Tuesday, International Day of the Girl).
  
- III. Project File Management and Organization
  - Careful management of PAGE media content in PageBox and Flickr accounts;
  - Organized sharing of project content with other team members (E.g., PAGE website designer – Mindy Wagner; College Interns; Program Director).
  
- IV. Creative Media Projects
  - Design of additional media/storytelling projects (E.g., a podcast) that might be supportive of PAGE’s mission, per the individual creative interests of the Communications Specialist;
  - Occasional larger media projects, such as an NPR radio spot/series or an article for a traditional (E.g., magazine, newspaper) media outlet.

## Requirements:

### Educational Level:

- ❖ Required: Bachelor's Degree
- ❖ Preferred: Post-Bac training and/or graduate degree in a related field

### Professional Experience:

- ❖ Required: Three years or more in professional work (project design and leadership, teaching) related to Media & Communications

### The successful candidate will have:

- ❖ A commitment to and passion for place-based work in Appalachia;
- ❖ A commitment to education as tool for empowerment and social justice;
- ❖ Strong storytelling skills: an ability to convey in text, images, digital media, and social media platforms PAGE's story of empowering education;
- ❖ Strong skills and experience in the use of digital and social media tools that can be used to share PAGE's story and mission with a growing audience;
- ❖ Excellent organizational skills: the ability to design and manage multi-media projects, maintain sound project file management strategies, and work with different team members – including College Interns – who contribute both to content and project file management;
- ❖ Strong teamwork skills: an ability to work collaboratively and contribute to a strong team dynamic;
- ❖ Vision and design leadership: an ability to articulate the big picture to PAGE's stakeholders (funders, educators, community people), in a way that helps other people connect and engage more deeply with PAGE.

### Compensation:

This is a part-time hourly position. The work hours are expected to average 20/hours weekly (50% effort), with increased weekly hours during times of immersive, in-person work at our PAGE program site(s).

Hiring salary:  
\$25/hour

As a part-time hourly employee, the Communications Specialist will be eligible for participation in PAGE's Simple IRA plan after a one-year vesting period. PAGE will provide a 3% match for employee retirement contributions after one year. Part-time, non-exempt employees are *not* eligible for PAGE Healthcare Benefits, nor are they eligible for PTO (Vacation, Discretionary, Sick) Days or Paid Holidays.

Compensation will also include roundtrip mileage and meals for purposes of partnership meetings or PAGE business (E.g., a team visit to a proposed new program site) requiring long-distance travel outside of Madison/Buncombe Counties;

Learn about PAGE:

PAGE Website: [www.PAGEprograms.com](http://www.PAGEprograms.com)

PAGE on Twitter: @PAGEprograms

PAGE on Instagram: PAGE\_programs

PAGE 10-Year TimeLine: <https://pageprograms.com/about/our-story/>

PAGE Annual Report: <https://pageprograms.com/about/>

Contact PAGE:

<https://pageprograms.com/about/contact-us/>

**Inspire. Educate. Empower.**

Our mission is to empower girls so they can become leaders in a new Appalachia.