



## **Field Director**

### **Position Description**

#### **THE SEARCH**

Public Charter Schools of New Mexico (PCSNM) seeks a Field Director to play a key role on the PCSNM team to help educate school leaders, their communities and elected officials on the impact of public charter schools by elevating the voices of our charter school communities (parents, alumni, and school leaders). Public Charter Schools in New Mexico face consistent attacks that are fueled by misinformation. In response to this, PCSNM is developing an outreach strategy primarily focused on communication and advocacy. The Field Director will lead the creation and execution of our outreach and advocacy strategy.

PCSNM is building momentum, creating a new narrative around public charter schools in our state. In 2019, we successfully defeated harmful legislation to the charter school movement and want to build on that success to create an environment for our schools to thrive.

An applicant for this position can apply as either a contractor or an employee.

#### **KEY RESPONSIBILITIES**

- Work with PCSNM leadership to set goals in the Middle Rio Grande Valley that will drive a multi-year outreach strategy to raise awareness and support of charter schools;
- Develop, implement and manage an outreach strategy designed to engage charter school communities on issues of importance to them with regular outreach and on-site school engagement, to include:
  - Executing the outreach strategy by planning local and regional community meetings and act as a representative of PCSNM;
  - Recruiting and training charter school supporters on how to work with PCSNM as a liaison to policymakers, community leaders and other allies;
  - Managing and supporting the day-to-day field operations and events of grassroots, school leader and family networks;
  - Train volunteers on how to make contact with their local communities; and
  - Organize school tours, in-district meetings, and school events
- Manage digital outreach via PCSNM's website and social media
- Collaborate with charter school leaders across the state to develop their skills and strategies for engaging with their communities;
- Plan and attend high-profile events to showcase the value charter schools add to students, families and communities;
- Work with PCSNM Executive Director to develop and manage advocacy budget;
- Strategize and organize speaking opportunities for elected officials at charter school events;
- Partner with Executive Director on projects related to outreach to New Mexico State Legislature

- Support outreach and participation for PCSNM at legislative events, including National School Choice Week, the PCSNM annual conference and annual school choice fair;
- Other duties to support PCSNM as assigned.

### **EXPERIENCE AND QUALIFICATIONS**

First and foremost, the Field Director must believe that every child, regardless of socioeconomic factors or their academic starting point has the potential to succeed in school, career, and life. In addition, candidates should have an awareness of how public education systems have historically and disproportionately disadvantaged vulnerable communities and must believe that charter schools have the power to transform public education and the lives of students. Ideal candidates will possess the following characteristics:

- Experience with charter schools as an administrator, teacher, parent or governing board member
- Understanding of how the New Mexico State Legislature operates
- Political and/or campaign experience
- High expectations and a focus on results
- Ability to work independently as a highly organized self-starter
- Strong project manager; excellent attention to detail and ability to juggle multiple projects
- Excellent oral and written communication skills
- Strong ability to build relationships and effectively work with a wide range of people and in a variety of environments
- Adaptable; willing to learn new things
- Comfort working in a fast-paced, entrepreneurial environment
- Experience living with, working with, or working on behalf of communities that share experiences with the communities that New Mexico public charter schools serve
- A commitment to embracing diversity and fostering an environment of inclusion and cultural competency
- Confident, mature outlook and presence, sense of humor, relentless optimism, a spirit of problem-solving, and calm under pressure
- Proficiency in conversational Spanish preferred

### **EQUAL OPPORTUNITY**

We believe it is critical for leaders to reflect the communities that they serve and that diversity across multiple dimensions enables us to achieve our mission of transforming lives and communities through public education. We don't just accept difference – we celebrate it, support it, and thrive on it for the benefit of our staff, member schools, and the broader community. PCSNM is proud to be an equal opportunity workplace and is an affirmative action employer. We seek and welcome a diverse pool of candidates in this search.

### **COMPENSATION**

Salary is competitive and commensurate with experience.

**START DATE**

As soon as possible.

**APPLICATION PROCEDURE**

Candidates for the Field Director position should submit a resume and letter of interest for the search committee's consideration. PCSNM will begin immediately to review candidates and their qualifications and continue until the position is filled. To apply, please submit a letter of interest and a current resume to Donna Vanlandingham, Office Manager, at [donna@pcsnm.org](mailto:donna@pcsnm.org).