



# Branch Alliance for Educator Diversity

	<b>Branch Alliance for Educator Diversity (BranchED) Executive Communications Writer</b>
Organizational Description	<p>More than half of American public-school students are children of color, and only 20% of their teachers are from these same racial and ethnic groups. The Branch Alliance for Educator Diversity (BranchED) was founded in 2017 to empower, connect, and advance Minority Serving Institutions (HBCUs, HSIs, tribal colleges, and others) to maximize programming and drive innovation in preparing highly-effective educators who reflect and champion the diversity of our nation’s school children. These 290 Minority Serving Institutions (MSIs) comprise 13% of education providers in the United States, but train 51% of all Hispanic students earning bachelor’s degrees in education, 51% of Native Hawaiian and Pacific Islander teacher candidates, 38% of African American teacher candidates, and 35% of bachelor’s degrees in education for Native Americans and Asian Americans.</p> <p>BranchED is the first and only non-profit organization in the nation that is dedicated to strengthening and growing educator preparation at MSIs, with the larger goals of both diversifying the teaching profession and intentionally addressing critical issues of educational equity for all students. BranchED has three goals that guide its work:</p> <ul style="list-style-type: none"> <li>• <b>Empower:</b> working together to strengthen and grow MSI educator preparation programs by providing capacity building support that enhances MSI capabilities</li> <li>• <b>Connect:</b> strengthening relationships among MSIs by building partnerships to spur collaboration and innovation</li> <li>• <b>Advance:</b> amplifying a collective voice and advocating for shared interests by promoting awareness of educator diversity and championing MSIs</li> </ul>
Position Objective	<p>BranchED seeks an exceptional Executive Communications Writer, who understands and lives the mission of BranchED and aspires to leverage her/his skills towards this purpose. This position requires an ability to identify key audiences and understand the needs of each audience, and what narratives would be most effective at reaching those audiences. The person who fills this role will be an outstanding storyteller with excellent written and oral communications skills who creates engaging narratives that provoke thought and inspire action.</p>
Essential Functions	<p><b>Story Crafting</b></p> <ul style="list-style-type: none"> <li>- Uncover, capture and build storytelling collateral to further BranchED’s mission (e.g., case studies, social marketing, leadership keynotes, etc.)</li> <li>- Proactively seek and hear storylines throughout the company, and develop them into compelling narratives</li> </ul> <p>Collaborate with colleagues to ensure that we're sharing stories in an engaging way, and leveraging all available channels</p>



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	<ul style="list-style-type: none"> <li>- Tailor messaging for different audiences and strategic goals</li> <li>- Assist with preparation of talking points, speeches, presentations and other supporting material as needed</li> <li>- Meet deadlines and produce high-quality content at the speed of a newsroom</li> </ul> <p><b>Building a Narrative</b></p> <ul style="list-style-type: none"> <li>- Construct clear and compelling narratives to connect the organization’s past, present and future</li> <li>- Leverage data and analytics to drive better content and position BranchED as a thought leader</li> <li>- Manage and work closely with creative service vendors (such as graphic designers) to package captivating content</li> </ul> <p><b>Other</b></p> <ul style="list-style-type: none"> <li>- Research and stay abreast of national landscape issues and developments that impact BranchED’s work (higher education, CAEP accreditation and standards, cultural competency, etc.)</li> <li>- Represent BranchED and assist staff at events, conferences and other meetings as necessary</li> <li>- Help cultivate an intentional organizational culture representing organizational values</li> <li>- Other duties as assigned</li> </ul>
Education & Experience	<ul style="list-style-type: none"> <li>- Bachelor’s degree in communications, journalism, or a related field; advanced degree a plus</li> <li>- Experience in education related communication, journalism or other similar roles</li> <li>- Outstanding writer and storyteller with the ability to adapt tone and style to engage and influence various audiences</li> <li>- Ability to achieve communications objectives through strategic and innovative packaging and dissemination of content</li> <li>- Experience working with Microsoft Office 365, audio/video conferencing software, contact management software, document management software, group calendars, project management software, and other collaboration tools</li> </ul>
Personal Characteristics	<ul style="list-style-type: none"> <li>- A passion for story, narrative structure and the creative arts</li> <li>- Deeply experienced but prepared to challenge conventional wisdom</li> <li>- A visionary with ability to anticipate needs and future opportunities</li> <li>- Creative problem-solver with ability to identify and address issues proactively</li> <li>- Committed to equity and diversity</li> <li>- Ability to thrive in a fast-paced environment and willingness to ‘roll up sleeves’ to get things done</li> </ul>



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	<ul style="list-style-type: none"><li>- Ability to build authentic relationships</li><li>- A positive attitude, high degree of flexibility, curiosity to learn, creativity, dedication, resourcefulness, and energy</li></ul>
Compensation	Competitive with skills and experience. The Branch Alliance offers a competitive benefits package.
# of Direct Reports	0
Reports To	Vice President of Strategy
Location	Austin, Texas (preferred) or Remote
Setting	This position operates in a general office setting. Occasional travel and lifting are expected.

## Application Procedure

Apply by sending your current resume, letter of interest, **and** two writing samples confidentially, electronically to [talent@educatordiversity.org](mailto:talent@educatordiversity.org). Please include in your email the position for which you are applying. The review of applications will begin immediately and will continue on a rolling basis until the position is filled.

The Branch Alliance for Educator Diversity does not discriminate on the basis of race, color, religion, ethnic or national origin, age, disability, gender, sexual orientation, or other characteristic covered by law with regard to employment opportunities.