

**Thurgood Marshall Academy Public Charter High School**  
**Communications Manager**  
**Washington, DC**

**Thurgood Marshall Academy History:** Thurgood Marshall Academy (TMA) grew out of the experience of law students and professors in the Street Law program at Georgetown University Law Center. They witnessed how limited opportunities stunted the academic and social development of students in Ward 8, and saw an opportunity to use legal principles as teaching tools to educate and empower the students that they encountered.

Thurgood Marshall Academy received its charter from the Public Charter School Board in April 2001, and opened its doors to 86 ninth graders that August; today, it serves approximately 400 students in grades 9–12. After more than 15 years of educating students in the city’s most educationally neglected community, Thurgood Marshall Academy is a top performing, open-enrollment high school in the District of Columbia: student test scores are consistently higher than those of students in surrounding public high schools; SAT scores surpass those of students in the District of Columbia by more than 60 points; and AP passing rates double those of other high schools in the District.

**Vacancy:** The school seeks a Communications Manager to support its communications, fundraising, and community relations efforts. The position is part of a three-person team and reports to the Director of Development and Strategic Partnerships.

**Education and Experience:** Candidates must have a Bachelor’s degree, with at least six years’ relevant work experience, preferably at a nonprofit organization.

**Duties and Responsibilities:** The Communications Manager is responsible for supporting the marketing and fundraising efforts of Thurgood Marshall Academy. Specific responsibilities include:

***Communications and Marketing (60%)***

- Write, edit, and produce donor correspondence, including blog posts, electronic newsletters and an annual report;
- Manage and post relevant content on social media sites (Facebook/Twitter/Instagram)
- Develop and implement a consistent and effective social media plan and calendar;
- Manage printing projects and liaise with appropriate vendors;
- Manage and update school website; and
- Attend school-related events and take photographs.

***Donor and Community Relations and Event-Planning (30%)***

- Support the school’s individual and corporate giving efforts, including the Combined Federal Campaign, sustainer giving, and online and print solicitations for the Annual Fund;
- Assist with identifying, cultivating, and soliciting prospects and donors;
- Assist with executing the school’s fundraising and donor events throughout the year, including an annual fundraising event, site visits, and third-party events; and

- Work with Admissions team and other departments on outreach events and school visits that engage current and prospective families and community partners.

***Administration and Support (10%)***

- Maintain constituent records in relevant CRM databases;
- Produce donor acknowledgments and other correspondence; and
- Assume other appropriate school-wide and departmental duties and responsibilities as requested.

**Knowledge and Ability Requirements:**

- Strong writer with demonstrated excellence in verbal and written communications including proficiency in grammar, editing, and proofreading;
- Ability to successfully administer and manage communications with an exceptional focus on quality and an ability to meet deadlines and see projects through to completion;
- Highly organized, detail-oriented self-starter with the ability to work under pressure;
- Keen organizational, critical thinking, and analytic skills including strong capacity to create and manage project tracking systems;
- Collegial, team-oriented working style;
- Willingness to share in both strategic thinking and administrative tasks;
- Superior organizational, time management and multi-tasking skills;
- Bachelor's degree required;
- Interest in education and working with youth preferred.

**To Apply:**

Submit a resume, cover letter, and a writing sample (up to 1 page) to Giselle Pole, Director of Development & Strategic Partnerships, at [gpole@tmapchs.org](mailto:gpole@tmapchs.org), referencing the Communications Manager position in the subject line. Please, no phone calls.

Thurgood Marshall Academy is an equal opportunity employer and encourages applications from people with diverse backgrounds. Thurgood Marshall Academy offers its employees a competitive salary and benefits. Visit [www.thurgoodmarshallacademy.org](http://www.thurgoodmarshallacademy.org) for more information.