

JOB OPPORTUNITY AT PHILADELPHIA PUBLIC SCHOOL NOTEBOOK: OUTREACH COORDINATOR- 2012

The *Philadelphia Public School Notebook* is an independent, nonprofit news service for parents, students, educators, and other members of the community who are working for quality and equality in Philadelphia's public schools. Founded as a quarterly newspaper in 1994 by a group of concerned parents, teachers, and community members committed to improving public education, it has developed into a widely read and respected publication with a print circulation now totaling 60,000 copies. The *Notebook* attracts thousands of readers each week to its website and blogs. Each *Notebook* edition focuses on a theme of vital importance to public education in Philadelphia and contains news and commentary in English and Spanish.

Description of the outreach project:

The goal of the outreach project is to strengthen the connection between the *Notebook* and grassroots efforts for school improvement, so that the *Notebook* can build its readership while increasing its support for community activists and making the newspaper more reflective of their perspectives and needs. The outreach coordinator will participate in community meetings, set up literature tables at events, and arrange meetings with school-based and community-based groups to get acquainted. These contacts will facilitate information-sharing, writing about their work and school issues, and feedback to the *Notebook*. The outreach coordinator will also play a role in developing activities for *Notebook* members.

Responsibilities:

The outreach coordinator's responsibilities may include:

- a) raising the visibility of the *Notebook* – both its print and Web publishing -- among parent and community organizations and audiences through outreach activities and participation in events.
- b) developing and maintaining relationships between the *Notebook* and school-focused parent, student, and community organizations in Philadelphia, as well as educator groups or networks.
- c) developing and maintaining relationships with *Notebook* members through organizing meetups and other member activities.
- d) strengthening the "community voice" in the newspaper and on the Web – increasing the representation of perspectives of grassroots activists by writing articles and by helping others to write, and creating more content of interest to parent and community audiences.
- e) gathering and summarizing feedback about the *Notebook*.
- f) looking for opportunities to expand the paper's free and paid circulation.
- g) identifying "Friends of the Notebook" who can serve as liaisons for each school.
- h) conducting outreach to colleges and universities to encourage use of the *Notebook* in classes.
- i) participating as a member of our Editorial Board to plan and review the content of each issue
- j) participating in membership campaigns and other fundraising activities as needed.
- k) supporting the development and maintenance of files and office and administrative systems.

Qualifications:

- Community outreach or organizing skills; good listening and interviewing skills.
- Strong writing and editing skills.
- Knowledge of urban education issues. Commitment to quality and equity in education and to social justice.
- Ability to listen well and deal with diverse populations.
- Ability to work collectively and also function independently.
- Proficiency in Spanish strongly desirable.