

**NATIONAL SCHOOL CHOICE AWARENESS FOUNDATION, INC.
A FLORIDA NOT-FOR-PROFIT CORPORATION**

Position Description

Public Relations Specialist

The Public Relations Specialist at the National School Choice Awareness Foundation (NSCAF) is responsible for the development and distribution of communications regarding K-12 school choice policies and programs, including media outreach to national, state, and local journalists. The Public Relations Specialist reports to the Senior Vice President of Policy and National Partnerships.

Location: Remote within Virginia (Primary worksite is Arlington County, Virginia)

Salary: \$87,000 per year

Employment Type: Permanent, Full-time

Key Responsibilities

- Develop and distribute statements regarding K-12 school choice policies and programs to news media and partners.
- Draft press releases, media advisories, and communications materials related to education policy and school choice initiatives.
- Coordinate media outreach efforts with national, state, and local journalists, including broadcast, radio, online, and print outlets.
- Support public campaigns to promote school choice resources and education policy information.
- Pitch stories to reporters and journalists covering K-12 education and school choice topics.
- Manage organizational social media channels, including X and LinkedIn.
- Assist with fielding media inquiries from national, state, and local news outlets.

Required Qualifications & Skills

- Bachelor's degree or foreign equivalent in Communications, Journalism, Public Relations, or a related field.
- Minimum 2 years of experience in communications, public relations, or journalism.

To Apply: Submit your resume and cover letter to careers@myschoolchoice.com

It is the policy of the organization to provide equal employment opportunities to all employees and employment applicants without regard to unlawful considerations of race, religion, creed, color, nationality, sex, pregnancy, sexual orientation, age, ancestry, physical or mental disability, marital status, or any other classification protected by the applicable local, state, or federal laws.

The National School Choice Awareness Foundation, Inc. is a nonprofit charitable organization with the mission of improving K-12 education in the United States and supporting the academic success of all students by raising public awareness of the school options available to families, including public/district, charter, magnet, private, online, and home education.