



Preschool Promise, Inc.
JOB DESCRIPTION

TITLE: Preschool Promise Connector

EFFECTIVE DATE: April 2021

FLSA CLASSIFICATION: Non-exempt

LOCATION: Dayton, Ohio

REPORTS TO:

GRADE LEVEL:

Community Engagement and Outreach Manager

POSITION TYPE: Part time

PRESCHOOL PROMISE VISION

All Montgomery County, Ohio children are ready for kindergarten.

PRESCHOOL PROMISE MISSION

Preschool Promise ensures that children are ready for kindergarten by equipping Preschools and families with exceptional support, coaching and education.

PRESCHOOL PROMISE COMMITMENT TO EQUITY

Preschool Promise is committed to addressing racial and social inequities in all we do. We believe this requires a commitment to working on racial equity as individuals and as we work together to accomplish our goals. This position is responsible for developing and implementing anti-racist policies and processes to support Black, Brown, and Hispanic teachers who want to pursue advanced education and improve wages.

SUMMARY/OBJECTIVE OF THIS POSITION

The Preschool Promise Connector will be the public face of Preschool Promise on social media and will communicate with passion and energy, while leveraging the power and fun of social media to increase enrollment in Preschool Promise.

The Connector will communicate with families about the importance of quality early childhood education and the need for children to start Kindergarten on track. They will spread the word about the important benefits of joining Preschool Promise. The Connector will interact with children, families, teachers, community partners and the public to help families understand the power of Preschool and the importance of building young children's brains in the early years.



ESSENTIAL FUNCTIONS

The following duties are representative of performance expectations. A reasonable accommodation may be made to enable qualified individuals with a disability to perform essential functions:

- Represent Preschool Promise on social media and at events, particularly targeting content to families with children under age of 5.
- Create, edit and schedule original content across social media platforms – including TikTok, Instagram, Facebook, Twitter and YouTube – designed to increase enrollment in Preschool Promise and to support Preschool Promise’s goals.
- Increase the number of followers (specifically the number of families with young children) across all social media platforms, for the purpose of engaging more families in high-quality preschool.
- Coordinate with our team to create social media content.
- Respond appropriately and in a timely manner to comments from followers on social media channels.
- Troubleshoot technical aspects of social media channels.

COMPETENCIES REQUIRED

- Excellent character and reputation
- Creativity, ability to “think on your feet”
- Documented experience and expertise on social media platforms
- Ability to curate, create, post, and edit content for social media channels, including TikTok, Instagram, Twitter, Facebook, YouTube
- Experience shooting and editing video, writing captions and posts
- Strong time-management skills
- Ability to implement and simultaneously manage multiple projects
- Ability to meet deadlines
- Ability to work collaboratively

REQUIRED EDUCATION AND EXPERIENCE

- High school diploma
- Proficiency on multiple social media channels

PREFERRED QUALIFICATIONS, EDUCATION AND EXPERIENCE

- Experience in one of more of the following areas: journalism/media; communications; early childhood education; theater
- Some college
- Knowledge of the Dayton Region



WORKING CONDITIONS

This position will largely be conducted outside of Preschool Promise's office, frequently in partnership with our Outreach Team. Exposure to the following conditions may range from remote to frequent based on circumstances and factors that may not be predictable.

- Must have a valid driver's license, a clean driving record and reliable transportation
- Duties may require extended time using a computer terminal and keyboard
- Duties may require considerable telephone contact and paperwork
- Duties may require working under time constraints to meet deadlines
- Duties may require working during the evening and/or weekend

PHYSICAL DEMANDS OF THE POSITION

- Ability to travel to meetings and work assignments
- Ability to maintain an acceptable attendance record and be punctual
- Ability to meet all mandated health requirements (e.g., negative tuberculosis test, etc.)

TYPICAL WORK HOURS

- Flexible work schedule to account for weekend and evening work commitments
- This position is part-time and hours will vary – estimated 20 hours a week

TRAVEL REQUIRED

- Minimum local travel required

NON-DISCRIMINATION POLICY

Preschool Promise shall not discriminate because of race, color, religion, sex, sexual orientation, gender identity, ancestry, national origin, military status, place of birth, age, marital status, or disability in any of its activities or operations. These activities or operations include actions against any employee, applicant for employment, subcontractor or vendor; or applicant for preschool services, family, or child in its preschool programs or activities. We are committed to providing an inclusive and welcoming environment for all families, children, and staff who are part of Preschool Promise.

FUNDING OF THIS POSITION

This position is on the payroll of the Montgomery County Educational Service Center (ESC) and requires an annual contract between the employee and the Montgomery County ESC. Preschool Promise, Inc. funds this position through a legal agreement with the Montgomery County ESC to lease employees to accomplish the Preschool Promise vision and mission. Preschool Promise, Inc. receives core funding from the City of Dayton and Montgomery County through tax revenues.



To apply for this position, please email a cover letter and resume to Angie.Tapogna@preschoolpromise.org, and upload a video and optional headshot on [VideoAsk.com](https://www.VideoAsk.com). In your cover letter, please include all of your social media handles.