

AUSTIN ISD

JOB DESCRIPTION

JOB TITLE:	GF COORDINATOR STORYTELLING AND LEARNING			FLSA STATUS:	EXEMPT
PAY GRADE:	CAD 1	DUTY DAYS:	226	DATE REVISED:	11/04/2025 HC
FUNDING SOURCE:	THIS POSITION IS PARTIALLY OR FULLY GRANT FUNDED. EMPLOYMENT IS CONTINGENT UPON AVAILABILITY OF FUNDS.				

MINIMUM QUALIFICATIONS:

A Bachelor's degree in communications, public relations, journalism, education, or related field from an accredited university or college required. A Master's degree is preferred. Three (3) years of experience in nonprofit communications, public relations, fundraising communications, or related roles. A valid Texas driver's license is required.

SKILL REQUIREMENTS:

- Incumbent must have strong personal initiative, excellent oral, written, and visual communication skills.
- Proven ability to develop narratives that engage diverse audiences through writing, design, and multimedia.
- Proficiency in Microsoft Office, Google Suite, content management systems, and digital engagement platforms and/or graphic design.
- Experience coordinating media relations, including working with PR firms and securing earned/paid media.
- Ability to translate data and outcomes into compelling narratives for donors and stakeholders.
- Strong interpersonal skills and ability to engage funders, partners, district staff, and community members.
- Excellent organizational skills; able to manage multiple projects and deadlines.
- Ability to support evaluation design and implementation, including experience with data collection, analysis, and applying findings to strategy and communications.

JOB PURPOSE AND RESPONSIBILITY:

This role is responsible for the coordination of data-driven storytelling and learning through integrating evaluation, media, and donor engagement to elevate brand awareness, showcase impact, and support fundraising through compelling narratives, coordinated campaigns, and organizational learning initiatives

Data Storytelling & Communications

- Support evaluation planning and implementation for grant-funded initiatives and focus area projects, ensuring that data collection and reporting inform communications, fundraising, and organizational learning.
- Develop and implement integrated data informed storytelling strategies aligned with fundraising and program goals.
- Manage organizational presence across the website, social media, newsletters, and traditional media.
- Coordinate with PR firms and district communications staff to support earned and paid media.
- Create and maintain templates for consistent messaging (e.g., newsletters, social posts, donor reports).
- Ensure alignment of messaging with district priorities and Austin Ed Fund brand standards.
- Support communications for events, campaigns, and special initiatives.
- Coordinate communications, collateral, and storytelling for Austin Ed Fund events to engage stakeholders and enhance donor stewardship.
- Implement strategies that strengthen the Ed Fund's brand awareness and visibility to cultivate and expand the major donor base.

Donor Engagement & Impact Reporting

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- Assist with the creation of impact reports, stewardship pieces, and donor communications.
- Partner with the development team to design donor-facing materials and campaigns.
- Showcase student, educator, and community stories that highlight philanthropic impact.

Learning & Organizational Development

- Help operationalize the learning cycle into Austin
- Maintain a framework (“north star”) for artifacts that capture organizational learning.
- Support staff training on the learning cycle and related tools.
- Coordinate a regular cadence for reflection and reporting (monthly check-ins, quarterly reviews, annual learning products).
- Develop narratives that highlight Austin Ed Fund’s key focus areas and translate outcomes into compelling donor- and community-facing stories.

ESSENTIAL FUNCTIONS:

- Coordinate evaluation support for grant-funded and focus area projects, including managing relationships with contracted evaluators or district evaluation staff, coordinating data collection, and ensuring timely reporting.
- Contribute to evaluation and sustainability planning by developing learning questions for emerging strategies, refining ongoing projects, and helping shape logic models and theories of change.
- Synthesize evaluation findings and make recommendations that inform organizational decision-making, communications, and fundraising strategies.
- Develop and implement integrated communications strategies that elevate Austin Ed Fund’s mission, expand brand awareness, and support fundraising efforts, including major donor cultivation.
- Craft compelling stories and content that highlight Austin Ed Fund’s focus areas and translate impact into donor- and community-facing narratives.
- Manage organizational communications channels including website, newsletters, social media, reports, and press releases, ensuring consistent messaging and alignment with district priorities.
- Coordinate public relations efforts, including collaboration with PR firms and AISD communications staff to secure earned and paid media opportunities.
- Produce donor engagement and stewardship materials such as impact reports, campaign updates, and event collateral to demonstrate transparency, accountability, and impact.
- Operationalize and support the learning cycle within the Office of Innovation & Development, creating and maintaining artifacts that capture and communicate organizational learning.
- Provide internal communications support and training to ensure clarity, alignment, and adoption of communication protocols and learning cycle practices.
- Support event communications and execution by preparing talking points, collateral, and follow-up communications for signature Ed Fund events (e.g., Inspire the Future Luncheon, Prize Posse).
- Establish and maintain a regular cadence of reflection and reporting (monthly check-ins, quarterly reviews, annual learning products) to guide communications and learning practices.
- Collaborate with program, development, and district partners to ensure consistent messaging, coordinated outreach, and effective stakeholder engagement.
- Provide an exceptional customer experience for all AISD stakeholders with intentional and professional practices that promote a culture of respect..

OTHER DUTIES AS ASSIGNED:

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Perform other related duties as assigned; however, all employees are expected to comply with lawful directives in rare situations driven by need where a team effort is required.

PHYSICAL EFFORT AND WORK ENVIRONMENT:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. This position may involve rare exposure to blood or body fluids. Regular attendance is required for this position.

Tools/Equipment Used: Standard office equipment including computer and peripherals

Posture: Frequent standing, kneeling/squatting, bending/stooping, pushing/pulling, and twisting

Motion: Repetitive hand motions, frequent walking, grasping/squeezing, wrist flexion/extension, and overhead reaching; frequent driving

Lifting: Frequent moderate lifting and carrying (15–44 pounds)

Environment: Standard office setting, occasional prolonged hours; frequent districtwide travel

Mental Demands: Maintain emotional control under stress; work with frequent interruptions

PERSONAL WORK RELATIONSHIPS:

This position reports directly to the appropriate supervisor of the department. Incumbent works independently, with little or no supervision, performing complicated and nonstandard assignments. This position will work collaboratively with other departments in AISD.

The Austin Independent School District provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state or local laws.

I have read & acknowledged the job description above.

Employee Signature:

Date: