



## Job Description Communications Manager

Job Title:	Communications Manager	Status:	Regular, Full-Time (36 hrs/week)
Reports To:	Director of Development	Starting Salary:	\$60,000- \$70,000 DOE/DOQ
Program:	Development	Classification:	Exempt
Application Requirements:	To be considered, applications must include a resume and a letter of interest that includes a statement regarding the applicant's commitment to racial equity.		

The Mockingbird Society (TMS) is a non-partisan advocacy organization focused on transforming foster care and ending youth homelessness. We do this by creating, supporting, and advocating for racially equitable, healthy environments that develop youth and young adults at risk of or experiencing foster care or homelessness. Our efforts are rooted in and guided by the voices of the communities we serve and those with lived experience in the systems we are trying to change. Ultimately, we want each and every young person, regardless of race and individual experience, to reach adulthood with an equitable opportunity to thrive.

### POSITION SUMMARY

The Communications Manager contributes to our mission by being an engaged member of the Development team, as well as partnering across programs teams to elevating the key messages and work of TMS. As our lead brand ambassador and chief storyteller, the Manager is responsible for designing and executing a range of marketing and communications strategies across both print and digital platforms, including social media, a quarterly print newspaper (*The Mockingbird Times*), earned media/PR, and promoting annual agency events including Youth Advocacy Day, the Youth Leadership Summit, and the annual fundraising event. Central to the Manager's role is maintaining and expanding TMS's online presence through the integrated use of its website and blog, social media channels, email marketing, and other platforms. The Manager will ensure that youth voice and youth-led storytelling informs all communications efforts, as well as providing marketing and programmatic content support to fundraising events and campaigns. To support these efforts, the Manager will maintain relationships as well as manage projects and timelines with key vendors including graphic design and video. The Manager is part of the Development team and will also be an effective and integrated partner across programs teams, regularly gathering stories and updates to communicate with both internal and external audiences. The successful candidate will excel at managing internal and external relationships, particularly with the media and other significant partners, and they will be comfortable with managing multiple competing deadlines by being highly organized and detail-oriented.

### ESSENTIAL RESPONSIBILITIES

- Communications Strategy
  - In partnership with the Director of Development, create annual and monthly plans for executing key areas of work to support department goals.

- Develop and maintain a clear plan, rhythm, and approach to sharing our message across platforms (digital, social, and print).
- Monitor and report out on marketing and communications KPIs and develop an understanding of our key audiences and how they respond to different types of content.
- Regularly evaluate the effectiveness of TMS's communications strategies and provide recommendations for growth and improvement.
- Serve as the Development department's marketing expert; stay educated on and aware of trends and insights in social media, digital media, and other areas of marketing and ensure our strategies incorporate best practices.
- Content Development
  - Manage a consistent and robust profile across all social media platforms.
  - Provide indirect supervision to the Development & Communications Coordinator in creating responsive content for social media, overseeing our day-to-day social media posting and engagement with other accounts, and responding to inquiries through those accounts.
  - Maintain relevant, fresh, and updated information on our website.
  - Write and collate programmatic content for TMS's online blog.
  - Oversee and execute marketing and communications efforts for agency events (Youth Advocacy Day, Youth Leadership Summit, and the annual fundraising event, plus others as needed).
  - Build and maintain an archive of regularly refreshed content, including stories and photos, for marketing and fundraising use.
- *The Mockingbird Times*
  - Serve as the editor-in-chief of our quarterly youth-driven newspaper, *The Mockingbird Times*.
  - Collaborate with Youth Programs staff and participants to generate ideas, write and edit articles, and prepare supplemental programmatic and agency updates to include in the *Times*.
  - With vendors, ensure on-time execution and delivery of the *Times* in both print and web formats.
  - Maximize sharing opportunities for the articles in the *Times*, e.g., cross-sharing on social media platforms, leveraging other potential media opportunities, etc.
- Earned Media
  - Develop and manage a robust portfolio of media contacts/relationships.
  - Develop and secure news stories about TMS and our work.
  - Develop and secure Op-Eds in various news sources.
  - In partnership with the Director of Development, determine what media opportunities to pursue and which to respectfully decline.
  - Support staff across departments in fulfilling media requests.
- Design & Branding
  - Understand, follow, and ensure Mockingbird's brand and design guidelines inform communications flowing out of the development department, and when appropriate the agency.
  - Ensure staff have access to the needed information and training to understand and follow Mockingbird's brand/design guidelines.
  - Manage the internal and external creation of new branded/design materials as needed.
- Events & Campaigns
  - Support the Development team in carrying off major campaigns and events by creating or working to create the needed storytelling, branding, graphic design elements and video production.

- Manage the creation and distribution of social media and website posts in support of fundraising events & campaigns.
- Department Operations
  - Manage the various vendor relationships relied upon for TMS's marketing and communications, e.g., web host, paid media vendors like Facebook, videographer, *Mockingbird Times* designer and Real Change.
  - Other duties as assigned, depending on departmental needs and annual fundraising cycle.

### **DESIRED QUALIFICATIONS**

- Experience with, and/or commitment to having, race equity, social justice, and LGBTQ/cultural competence be a workplace priority.
- 2-3 years' experience in marketing and communications is preferred, including social media.
- Excellent writing skills, with strong attention to detail; excellent verbal communication skills.
- 2-3 years' experience in fundraising is preferred.
- Familiarity with Adobe Creative Suite or similar programs is preferred.
- Experience with Joomla and/or WordPress is preferred.
- Experience with email marketing platforms such as Campaign Monitor is preferred.
- Must be highly organized, analytical, detail-oriented, and able to meet competing deadlines, balance priorities, and follow through on assigned tasks to completion.
- Excellent interpersonal and relationship-building skills; ability to maintain a positive, professional, and service-oriented demeanor toward a variety of stakeholders.
- Proven relationship-building, coaching, and mentoring skills with youth and young adults a plus.
- Proficiency in the Microsoft Office suite (Excel, Word, PowerPoint).
- Bachelor's degree, or a comparable combination of education, training, and experience in communications, fundraising, or related field, is preferred.

### **OTHER REQUIREMENTS**

- Upon date of hire, must be able to pass a Washington State and national criminal history check.
- Available to work evenings and weekends with occasional local travel, as needed.

### **EMPLOYMENT POLICY**

The Mockingbird Society is an Equal Opportunity employer. Employment is based upon individual qualifications without regard to race, color, sex, religion, national origin, citizenship, age, marital status, veteran status, disabilities, political ideology, sexual orientation, gender identity, or any other legally protected status. **We welcome all applicants, especially individuals with experience as foster care providers, alumni of foster care, and those who have experienced youth homelessness.**

### **COMPENSATION**

The approved starting salary range for this position is between \$60K and \$70K per year, depending on experience and qualifications. Benefits include medical/dental insurance, generous vacation, sick leave, annual holidays, a SIMPLE IRA retirement plan with employer match, and an Employee Assistance Program.

## HOW TO APPLY

**Please follow the below instructions in full. Incomplete applications will not be considered.**

- Submit applications to [jobs@mockingbirdsociety.org](mailto:jobs@mockingbirdsociety.org) with “Communications Manager” in the subject line.
- Applications must include a resume and a cover letter.
- The Mockingbird Society is committed to actively creating racial equity and eliminating the impact of intersectionality by embodying the changes we want to see in our work. Applicants are required to include a statement regarding how they would support and further this goal in their cover letter.