

Strategies for Children, Inc.

Job Description

Title: Director of Communications
Reports to: Chief Operating Officer/Director of Strategic Partnerships
Hours: 9:00 a.m. to 5:30 p.m.
Evenings and Weekends may be required

The Director of Communications is a critical position, requiring a highly-motivated, organized self starter with a proven track record in marketing, public relations, and communications within the public policy arena. The Director will develop, implement and administrator a proactive and integrated marketing/communications/public relations strategy that raises awareness and support and helps to advance Strategies for Children's (SFC) policy agenda/s and strengthens SFC's brand identity. This includes overseeing all elements of a comprehensive communications strategy including message development and execution, targeting multiple constituencies, management of both on-line and off-line vehicles, event creation and oversight, management of earned media opportunities, definition and monitoring of brand consistency, and oversight of all internal infrastructure required to support SFC's communications needs/priorities. Excellent written and verbal skills, a sense of humor, flexibility, initiative, teamwork, and attention to detail are essential. Outstanding candidates will also bring a passion for our mission and a commitment to fostering high performance and innovation.

Responsibilities:

Oversee Message Development and Execution

- Work with staff to identify/develop messages for key audiences and ensure consistency of message usage/implementation.
- Work with research and policy staff to further refine messages, as necessary.
- Produce (including writing and editing) on-line and off line newsletters, testimony, talking points, letters, and other outreach materials as needed.
- Ensure all materials are accurate, updated, and consistent with current messaging.

Manage On-Line Communications Vehicles (Including E-Advocacy and Web Presence)

- E-Advocacy:
 - Manage, develop, execute and track all e-advocacy messages/alerts to key constituents.
 - Analyze opportunities for further segmentation/targeting and explore the potential to apply life-cycle management to SFC's outreach efforts.
 - Manage relationship with e-advocacy vendors; help to determine, monitor and surpass annual performance goals.
- Web Presence:
 - Maximize SFC and EEA websites as core communications/messaging strategies:
 - Work with other SFC staff to ensure website is relevant, easily navigable, and current.
 - Conduct relevant audience research as necessary.
 - Manage website re-design process to reflect expansion of SFC vision.
 - Manage all web-related vendors (graphic designers, web designers, GIS mapping providers, etc).
 - Work to ensure SFC has vibrant and appropriate web-presence through linkages with other organizations, presence on appropriate blogs, etc.

Manage All Off-Line Vehicles

- Manage production (including writing and editing) of letters, PowerPoint presentations, talking points, bi-annual newsletter and other collateral as necessary. Explore opportunities for additional sponsorship as appropriate.
- Explore and optimize coordination opportunities with newsletters/outreach vehicles of partner organizations; create customized outreach collateral for specific constituencies.
- Manage creation/development of other media-related vehicles such as videos.
- Monitor and report on effectiveness of all offline marketing strategies.

Create Visibility through Events and Earned Media

- Oversee the planning and execution of SFC-related meetings and events.
- Create rapid response media opportunities, including writing Op-Eds, LTEs, and press releases.
- Work with media consultant on earned media strategies including organizing ed boards.
- Maintain SFC's press lists.
- Manage daily news clips and daily online clipping service to monitor effectiveness of media efforts.

Ensure SFC/EEA brand consistency across all materials

- Serve as "owner" of relevant brand components including logos, tag-lines, "look" and "feel;"
 - Maintain "style sheet" which delineates key components of brands.
- Work with SFC staff and board to define and brand SFC's broader mission (beyond EEA) on behalf of young children and families;
 - Create branding strategy/roll-out to reflect broader vision.
 - Could include multi-pronged awareness campaign, website renovations, etc.
- Ensure all materials/brand are available/relevant in both English and Spanish, and other languages as necessary.

Oversee and maintain SFC's internal infrastructure supporting marketing/communications (database, internal server, website, what else).

Qualifications:

- Bachelor's degree in relevant field (Master's Degree strongly preferred)
- 10 years of proven marketing/communications/public relations experience in state public-policy arena
- Excellent written and oral communications skills critical
- Consumer marketing experience a plus
- Knowledge of early education field preferred
- A self-starter who can work independently and also as a highly effective team member
- Detail oriented and diligent in follow through

Preferred Qualifications:

- Legislative experience
- Bilingual: English and Spanish

Salary: Based on experience

Timeframe: Grant funded position with potential for renewal

**Please forward resumes to Diana Meyers, Administrative Director,
@dmeyers@strategiesforchildren.org**

*Strategies for Children, Inc. is an equal opportunity employer.
Persons of color, women and persons with disabilities are encouraged to apply.*

