

Job Description: Director of Communication

Full-Time (40 hours per week)

Location: Remote or hybrid

The Organization

Strategies for Children (SFC) works to ensure that Massachusetts invests the resources needed for all children, from birth to age five, to access high-quality early education programs that prepare them for success in school and life. To achieve our vision, we leverage our core strengths in policy development and monitoring, constituency building and partnerships, research, advocacy, communications, and practice. We recently adopted a new four-year strategic plan to sharpen our focus for greater impact. SFC is recruiting individuals who want to join us in this mission and share a commitment to advancing Massachusetts' early learning systems. For more information, visit www.strategiesforchildren.org

Position Overview

The Director of Communication is responsible for leading and stewarding communications and engagement strategies for the organization as well as projects with collaborating partners and stakeholders. We seek an innovative thinker who can refresh and improve our current practices.

SFC communicates with many partners: elected officials, early educators, advocates, funders, families, and community leaders. Our current communications platforms include: zoom, social media, blog, website, CRM database, and home-grown contact lists. The ideal Director of Communication will help us organize our communications strategy for a more cohesive experience for our partners.

Job Responsibilities

- Develop ongoing strategic communication plan(s) with support from SFC leadership and external consultants to advance SFC's strategic plan and advocacy, policy, research, communications, convening, and stakeholder engagement goals.
- Oversee implementation of communications plan. Create editorial calendars to schedule and organize content by theme and audience.
- Proactively work with staff and consultants to generate new ideas and improve existing communications practices.
- Lead the production, maintenance, and dissemination of all external-facing resources and materials, including presentation and event materials, testimony, infographics, fact sheets, briefs, reports, press release, videos, etc., with content support from staff.
- Manage communications consultants and work collaboratively with consultants to produce materials.
- Update and continuously maintain SFC's website, coordinating with digital designer if needed.
- Oversee social media planning, implementation, reach/engagement tracking, and improvement efforts for organization accounts on Facebook, Twitter, Instagram, YouTube, and Eye on Early Education blog.
- Build relationships with relevant members of Massachusetts and national print and news media to advance SFC's communications goals. Serve as the organization's point-of-contact for press.

Strategies for Children

- Identify opportunities to incorporate storytelling into advocacy and policy agenda.
- Manage communication internship program and student workplans.
- Lead and/or participate in various learning communities or committees to align communications efforts with partner organizations.
- Support grant reporting on communications and engagement deliverables.
- Other duties as assigned.

Required Qualifications

- Bachelor's degree required, advanced degree in a relevant field preferred.
- 5+ years of professional experience, some experience preferred in Massachusetts political and nonprofit landscape.
- Strong oral and written communication skills; demonstrated ability to articulate sophisticated ideas, thoughts, and concepts clearly and optimally among external partners and key stakeholders.
- Deep understanding of public relations, branding, and consistency of message. Ability to develop key messages for various stakeholders.
- Can effectively use Microsoft products, Canva, WordPress, HTML, Salsa CRM, and other tools to produce and update various communications that meet organizational brand standards.
- Solid understanding of the policymaking process in Massachusetts, experience in advocacy communications or knowledge of the early childhood field a plus.
- Passion for early education and care, advocacy, policy, and communicating about these topics.
- Dedication to racial equity, including an understanding of the concepts of institutional and structural racism and bias and their impact on underserved and underrepresented communities.
- Positive, engaging, flexible, and entrepreneurial leadership style.
- Analytical, strong problem-solving, time management, project management, and interpersonal skills, with attention to detail.
- Bilingual in Spanish and English is a plus.

Salary Range: \$80,000-110,000

This position reports to the Deputy Director. Salary commensurate with experience along with competitive benefits package including health and dental insurance, vacation and sick time, and 401K.

In early education and care advocacy, representation matters. The field is 92% female and 32% people of color. Strategies for Children is committed to building a dynamic organization at all levels (interns, contractors, staff, and board) that represents the diversity of the early education and care field. We are committed to equity and creating an inclusive environment for all staff.

Applicants are encouraged to send a resume, cover letter, and a list of two references to **Titus DosRemedios** at tdosremedios@strategiesforchildren.org by January 28, 2022. Please include "Director of Communications" in the subject line. **Applications will be reviewed on a rolling basis and accepted until the position is filled.**