



GLOBALTOLocal

Job Description

Position:	Communications Manager
Reports To:	Executive Director
Classification:	Regular, Exempt
Schedule:	Full-Time
Location:	SeaTac, WA (temporarily remote due to COVID-19 office closure)
Salary:	\$58,000 - \$68,000 annual
Benefits:	Medical, dental, and vision insurance; IRA retirement savings; Life insurance; Short-term disability; Long-term disability; Employee Assistance Program; Paid Holidays; PTO

Under the direction of the Executive Director and working closely with program staff, the Communications Manager develops and executes an annual communications plan, creates compelling content for print and digital media, and manages the organization's websites and social media accounts.

Key Duties

Strategy & Planning (30%)

- Develop, maintain, and execute organization-wide and program-specific communications plans.
- Develop and manage communications/editorial calendars.
- Develop core messaging and brand identity for the organization and programs as they evolve.

Content Development (30%)

- Produce content and manage production for print and digital publications, including but not limited to e-newsletters, program outreach flyers, signage, fact sheets, business cards, and reports.
- Take photographs of program activities for programming and fundraising purposes.
- Proofread and copy edit all marketing/communications materials. Proofread and copy edit other written material, such as grant proposals, as needed.
- Work with staff as needed to develop outreach & communications plans, craft messaging, and communicate results and findings for special projects and campaigns.

Administration & Training (20%)

- Develop and maintain asset management systems for photography, collateral, and other materials developed by and for G2L, FIN, or Spice Bridge.
- Recruit, hire, and oversee the work of communications vendors and contractors, including graphic designers, videographers, and website developers.
- Recruit, hire, and oversee the work of skilled volunteers to provide one-on-one graphic design, communications, and marketing assistance to Spice Bridge business owners.
- Create and lead group "Marketing 101" trainings for new Spice Bridge business owners, covering topics such as branding, setting goals, and using tools such as Canva and social media platforms.
- Train other team members on using communications tools and programs, and provide assistance as needed with using style guides, templates, and posting on social media accounts.

Digital & Social Media (15%)

- Manage and produce content for G2L and FIN Facebook, Twitter, Instagram, and other social media accounts.
- Manage and produce content for the G2L, FIN, and Spice Bridge websites.

Media Relations (5%)

- Respond to media inquiries and assist program staff with media pitching for special events.

Other duties as assigned.

Qualifications

- Minimum 3 years of communications experience, preferably in a nonprofit or public agency setting, including experience creating and managing communications plans and developing messaging and content.
- Experience using email marketing software, website content management software, and managing social media accounts in a professional setting is required.
- Excellent writing, proofreading, and copyediting skills, including the ability to proof one's own writing.
- Ability to make publication-quality photographs using company-provided equipment.
- Intermediate-level experience with Adobe CS and Microsoft Office applications. Experience with Mail Chimp and WordPress is preferred.
- Strong interpersonal communication skills; ability to communicate effectively with co-workers, vendors, consultants, volunteers, and other stakeholders.
- Deep personal commitment to fighting racism and other forms of oppression.

Physical Demands

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. While performing the duties of this job, the employee is regularly required to sit; use hands to handle or feel; and talk and hear. This job is rated for Light work, requiring the ability to lift or move up to 20 lbs. on occasion. Close visual acuity to perform activities such as reading and viewing a computer terminal are required. This position requires occasional travel within South King County.