

## OPEN POSITION ANNOUNCEMENT: Communications Manager

### WHO WE ARE

The Children's Partnership (TCP) is a California advocacy organization whose mission is to advance child health equity through policy, research and community engagement.

### POSITION SUMMARY

The **Communications Manager** will support TCP's mission by helping lead internal and external communications to provide a consistent, targeted, and impactful message for the organization.

Reporting to the Vice President, the Communications Manager's primary responsibilities will be to update and maintain TCP's communication channels, deliver effective messages to TCP audiences, create strategic communications resources and graphic data visualizations, and provide real-time updates on TCP's communications' activity including a daily media report and weekly social media and website analytics report. The responsibilities of the role are varied, challenging, and require the ability to operate effectively within a fast-paced and multicultural environment.

Candidates should be self-motivated and outcome-oriented, with a strong commitment to advancing equity for all children, particularly through improving health and wellbeing for children from marginalized communities, such as children of color.

### OUR VALUES

Balance, Equity, Growth, Accountability and Trust

### PRIMARY RESPONSIBILITIES

#### Organization Messaging

- Lead efforts to write, edit and monitor organization messages to ensure consistent communication
- Serve as lead thought partner for TCP President on TCP communications and messaging
- Create and lead the adoption of TCP Style Guide and Communication Standards

#### Media Relations and Monitoring:

- Draft all external press materials, including press releases, advisories, statements, and op-eds, that deliver consistent, concise and understandable messages.
- Monitor TCP media mentions and produce clips for internal and external sharing
- Write talking points and manage interview prep for organization staff.
- Build and diligently maintain an extensive media list, manage relations with reporter contacts, and manage earned and paid media requests.
- Pitch TCP's policy efforts or reports and coordinate logistics and briefing materials for media calls.

#### Website:

- Manage and update all web content, co-developed with policy team.
- Monitor website analytics and set up a calendar for updating data as it becomes available, including regular spot checks for any out-of-date material or broken links.

- Work with web developer to improve current website and microsites and manage future projects.

### **Content**

- Create and maintain TCP editorial calendar and strategy for all social, email and blog content.
- Execute content strategy for all TCP channels with a focus on engaging TCP's online community.
- Track and analyze social media metrics and develop strategies to increase social media engagement.
- Provide reports on social media activity as needed.
- Project manage the creation of TCP products to include: fact sheets, briefs, and reports (work with designers/copyeditors/translators).

### **Other**

- Work with Leadership Team to coordinate implementation of press events.
- Work with coalition members to provide communications support and technical assistance.
- Represent TCP on communication-focused workshops/committees/coalitions.

## **QUALIFICATIONS & EXPERIENCE**

- Bachelor's degree in communications, marketing, journalism, English or related field or equivalent experience
- A minimum of five years of experience with social media and website platforms and analytics; previous experience working in media relations and on communications for policy and advocacy is a plus
- Successful candidates bring a demonstrated commitment to dismantling racist and anti-Black policies and practices
- Experience with social media monitoring tools, WordPress, and Mail Chimp or similar platforms are required
- Strong communication, organizational skills, a creative eye, and an ability to think critically and summarize data
- Experience working collaboratively with a diversity of individuals, independently and as a team

## **COMPETENCIES**

- Organized, dependable self-starter who has a track record of producing high-quality written work for different audiences under tight deadlines
- Efficient worker with exceptional writing skills who is comfortable in a deadline-driven environment
- Creative problem solver who can help move policy discussions
- Team player with the ability to show grace under pressure
- Detail-oriented
- Must possess a strong work ethic, and excellent time-management skills
- Passionate about and committed to social justice issues

## **APPLICATION PROCESS**

Email **resume, cover letter and a writing sample** to [search@childrenspartnership.org](mailto:search@childrenspartnership.org). Please put "Communications Manager" in the subject line. No phone calls, please.

## **SALARY & BENEFITS**

This is a full-time position with a competitive salary and a comprehensive benefits package, including 100% company paid healthcare premiums. The salary range for this position is \$67,500 – \$80,000.

*TCP is an Equal Opportunity Employer that will not discriminate against applicants or employees based upon any characteristics that are protected by federal, state, or local laws, regulations or ordinances. In addition, the organization will consider qualified applicants with criminal histories in a manner consistent with the Los Angeles Fair Chance Initiative for Hiring.*