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## OPEN POSITION ANNOUNCEMENT: DIRECTOR, COMMUNICATIONS

### 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 Director of Communications is a strategic, forward-thinking, social justice leader that is motivated to help shape the narrative of child advocacy. This seasoned, detail-oriented, and creative strategist will lead communications and drive day-to-day workflow of TCP communications in support of TCP's strategic plan in order to better meet our mission. The role will lead TCP's organizational messaging to drive a child health equity agenda forward in California. The Director will also strategize the build out of a TCP communications team and serve to integrate communications tools through TCP's program areas in order to better meet our mission. As part of this, the Director will play a vital role as a liaison between communications and other TCP areas, cultivating relationships with staff and building the systems our entire team needs to be successful.

The Director of Communications will work closely with the leadership and staff to ensure that organization communications advance TCP's strategic plan and uplift the communities TCP advocates on behalf of to strive towards children's health equity in California.

### OUR VALUES

Balance, Equity, Growth, Accountability and Trust

### PRIMARY RESPONSIBILITIES

#### Communications Strategy and Leadership (30%)

- Transform the visions and ideas of TCP leadership into actionable plans that are delegated appropriately.
- Help craft organizational voice and messaging that is in alignment with TCP's mission, vision, and values through consultation with TCP staff, board, partners, and community
- Coordinate with TCP leadership on media strategy and crisis communications response
- Ensure communications are always advancing the goals outlined in TCP's Strategic Plan
- Develop and hold team accountable to shared communications protocols (systems, policies, and tools) for all staff including the updating of a style and narrative guide for internal communications
- Lead on the creation and maintenance of an org-wide calendar and system for TCP rollouts, creating consistency of staff experience and information sharing
- Ensure strong partnership and collaboration with other programs and teams to support their goals and initiatives including coalitions TCP is involved in

- Support the development of an earned media strategy including how to cultivate relationships with key reporters on children's health equity
- Support annual budgeting process and manage implementation and tracking of the Communications budget, in partnership with TCP leadership

#### **Program Management + Execution (50%)**

- Plan the rollout of print and digital communications campaigns, events, and documents, and manage the evaluation and report out of those efforts.
- Maintain a long-term internal communications framework and calendar with key internal stakeholders that will allow the Communications Department to increase impact, streamline staff experience, and bolster efficiency. The Director would hold the strategy behind the communications cadence and would work daily to maintain a proper stream of communication across TCP
- Manage contractors for special projects, including graphic design, website development, printing and mailing, and other contractors
- Support content development for digital and print communications, particularly for organization-wide updates, including mailers, e-newsletters, TCP's website, annual report, and social media channels
- Track and report on effectiveness of communications platforms and campaigns to continually improve communications strategies
- Develop or innovate internal and external communications
- Manage TCP media presence, ensuring written and visual content work together to inspire our external community and authentically represent the communities we serve
- Work in collaboration with coalition partners and other organizational partners to uplift community stories in an empowering and intentional way

#### **Supervision (20%)**

- Guide and coordinate work plans among TCP staff members and support effective internal team collaboration
- Set individual annual performance goals and provide feedback, support, and accountability towards goals
- Support staff's professional development and learning goals to grow in their roles

#### **QUALIFICATIONS**

- Education and/or professional background communications, public health, social services, public relations, or community engagement preferred
- Minimum 10 years of experience in communications strategy and execution
- Excellent written and oral communication skills, with the ability to distill complex concepts into clear and explainable statements
- Ability to translate big-picture thinking into written plans and presentations and confidence in presenting and advocating those plans both internally and externally
- Excellent project management skills and attention to detail, with demonstrated experience prioritizing competing projects and multi-tasking across a broad spectrum of collaborators based in various office locations or working remotely

- Experience with Wordpress, Google Analytics, Mailchimp, Meltwater and/or equivalent programs (websites, social media, etc)
- Familiarity with content management AND project management systems

### COMPETENCIES

- Demonstrated strong cultural humility and commitment to racial equity and anti-racism
- Highly collaborative spirit, with a strong ability to project manage
- Ability to think and prioritize strategically
- Highly organized with serious attention to detail and adherence to deadlines
- Self-motivated and resourceful
- Commitment to TCP's mission and values and building healthy workplace culture
- A strong relationship-builder, empathetic listener, and giver and receiver of direct and supportive feedback
- Passion for impactful storytelling that respects the diversity of our communities, with particular attention to the nuances of representation along spectrums of identity
- Knowledge of methods of successfully building relationships and trust with people from diverse cultural backgrounds; advancing collaboration and breaking down barriers within an organization and among community members

### APPLICATION PROCESS

Email **resume, cover letter and a campaign you're proud of** to [search@childrenspartnership.org](mailto:search@childrenspartnership.org). Please put "Comms Director" in the subject line. No phone calls, please.

### SALARY & BENEFITS

The starting salary range for this position is \$105,000-\$110,000. The Children's Partnership also offers an excellent benefits package which includes 100% employer paid premiums for health, vision, dental, life insurance, and long-term disability.

TCP also offers a matching 401K, generous paid time off policies and dedicated professional development funding that encourages and supports growth opportunities for all full-time team members.

TCP is an Equal Opportunity Employer that values and welcomes diversity in the workplace and will not discriminate against applicants or employees based upon any characteristics that are protected by federal, state, or local laws, regulations or ordinances.