
JOB TITLE: Communications Manager
REPORTS TO: Director of Communications
STATUS: Full-Time, Exempt
LOCATION: Remote

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 leading the implementation of both internal and external communication strategies, providing consistent, targeted, and impactful messages for the organization through a racial justice lens. This position will be responsible for overseeing projects and deliverables from start to finish, coordinating and supporting cross-team and partner efforts, and playing a key role in communicating TCP's advocacy positions. The Communications Manager will also represent TCP in coalitions and partnerships, exercising sound judgment and strategic insight to advance organizational goals.

This role requires a strong understanding of communications principles and concepts, exceptional analytical and writing skills, and a deep commitment to racial equity and community-centered advocacy. The Communications Manager's primary responsibilities will be to manage and execute TCP's newsletters, e-blasts, content development, and website updates, as well as manage social media for the TCP co-chaired coalition Bringing Up California.

OUR VALUES

Balance, Equity, Growth, Accountability and Trust

PRIMARY RESPONSIBILITIES

Content Development (50%)

- Create and maintain TCP editorial calendar and strategy for all social, newsletter, e-blast, and blog content.
- Execute content strategy in line with TCP advocacy model for all TCP-owned channels, with a focus on engaging TCP's online community.
- Develop and execute content in creative and effective ways that contribute to advancing TCP's advocacy goals and supporting TCP's coalition engagement.
- Ensure communications are clear, accessible, and aligned with inclusive and equity-centered communication practices.

- Ensure consistent messaging, tone, and narrative across all communications channels, in alignment with organizational values and advocacy priorities.
- Support rapid-response communications related to policy developments, campaigns, or timely advocacy opportunities.
- Manage and execute social media for Bringing Up California coalition, including content creation, posting schedule, and engagement.

Project Management (30%)

- Project manage the creation and rollout of TCP digital and/or print content for campaigns and reports, including fact sheets, briefs, and reports, in alignment with TCP's advocacy messaging.
- Own the processes for the development of newsletters and e-blasts, from scheduling to content development to distribution.
- Maintain deliverables trackers, workplans, and shared knowledge systems for the Communications team.
- Support cross-team efforts within TCP to align research, advocacy, and communications strategies.
- Effectively work with outside vendors in the execution of project plans.

Website (10%)

- Manage and update website content, with input from Advocacy team.
- Set up a calendar for updating content 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.

Tracking, Metrics, and Reporting (5%)

- Review performance metrics for external communications, including website traffic, email campaigns, and social media.
- Compile and summarize data into clear, simple reports that highlight key trends, reach, and engagement across channels.
- Use insights from metrics to help inform messaging, timing, and outreach strategies for advocacy campaigns and organizational communications.
- Manage collection and usage of communications data to ensure support of organizational goals, programmatic outcomes, and grant reporting metrics.

Other Responsibilities (5%)

- Represent TCP at coalition meetings, conferences, and workshops as needed and as appropriate.
- Develop materials to educate staff on communication best practices.
- Coach and assist team members on improving communication skills.

WHO YOU ARE

- You are self-motivated and operate independently with good judgment—knowing when to take initiative, when to ask for help, and when to course-correct if something isn't working.
- You are outcome-oriented—focused on setting clear goals, measuring progress, and adjusting your approach to achieve meaningful impact.
- You write and communicate with clarity—translating technical or detailed information into concise summaries and practical materials for a range of audiences.
- You are organized and dependable—have a track record of producing high-quality written work for different audiences under tight deadlines and keeping projects on track.
- You enjoy working with others and know how to build strong, respectful relationships across teams, coalitions, and partners.
- You are flexible, collaborative, and professional—comfortable managing multiple priorities and representing the organization with care and credibility.
- You are detail-oriented and creative, possessing a strong writing ability and excellent editing skills.
- You are a critical thinker with a strong ability to think analytically and summarize data to illustrate impact.
- You approach your work with an equity lens—considering who is most affected by policy choices and how to advance fairness and inclusion in every task.

QUALIFICATIONS AND COMPETENCIES

- Bachelor's degree in communications, marketing, journalism, public relations, English or related field, or equivalent experience.
- A minimum of 5 years of experience writing in support of brand building; previous experience working in communications for an advocacy organization is a plus.
- A minimum of 5 years of experience in project management, with proven experience in meeting deadlines and coordinating with multiple stakeholders to deliver a high-quality product.
- Successful candidates bring a demonstrated commitment to centering community voices, building relationships, dismantling racist and anti-Black policies and practices, and engaging in cultural humility.
- Experience with social media monitoring tools, content management systems like WordPress, email marketing platforms like Mailchimp, or similar platforms.
- Experience working collaboratively with a diversity of individuals and working styles, independently and as a team.
- Experience in graphic design, photo editing and/or video editing is a plus.
- Ability to communicate in languages other than English is a plus.

APPLICATION PROCESS

[Submit a resume, cover letter, and storytelling writing sample here.](#) Examples of acceptable writing samples include: organizational newsletter, news article, professional blog post, press release, etc. No phone calls, please.

SALARY & BENEFITS

The salary for this position will be at the salary rate of \$70,000-\$85,000 annually, based on experience and skill set.

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 offers a matching 401K, generous time off policies, and dedicated professional development funding that encourages and supports growth opportunities for all full-time team members. This remote position may be based anywhere in California with some travel required (approximately 10%).

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.