

## **COMMUNICATIONS MANAGER**

### **Full Time**

### **Reports to Senior Director of Strategic Initiatives**

Seattle Parks Foundation is an 18-year-old nonprofit with a history of successful planning, organizing, advocacy, and fundraising on behalf of our city's public spaces.

We want every resident of our city to be connected to safe and beautiful green spaces and have access to rich recreational opportunities that meet their needs and the needs of Seattle's growing and changing population.

We also believe that access to high-quality parks and public spaces is a critical indicator of Seattle's commitment to equity.

Our work centers on empowering communities so our public spaces work for everyone and reflect the wisdom of local organizations, neighbors, community leaders, and volunteers—those who are most acutely attuned to community needs.

Our workplace is highly collaborative, professional, and respectful while nurturing a sense of fun. We are led by a strong and strategically engaged board of directors, and we strive to ensure that our team reflects the diversity of Seattle and has the cultural competence to ensure that we serve all residents of the city.

### **Our commitments as an organization:**

- We listen to learn, work in partnership, and lift up others.
- We are committed to diversity, equity, and inclusion. This means confronting our assumptions about structures of oppression and, in response, continually remaking our internal culture.
- We are accountable. When we commit, we deliver. When we make a mistake, we accept responsibility.
- We embrace change and the challenges that come with it.
- We nurture a culture of gratitude and continually celebrate and thank volunteers, staff, partners, and donors.

### **JOB OVERVIEW**

The Communications Manager occupies a pivotal position within our organization and the communities we serve—by listening to, learning from, and engaging with key audiences to advance the foundation's vision, mission, values, and goals.

The Communications Manager ensures that the foundation speaks with a consistent and inclusive voice and that all audiences clearly understand what we do and why, how we measure success, and why our work matters.

The Communications Manager supports and promotes our networks of community and public-sector partners, volunteers, and donors, while also managing internal communications so the rest of our team can successfully communicate the foundation's vision, mission, values, and goals.

The Communications Manager works with consultants and contractors to generate timely written, visual, and digital deliverables. This person also helps plan and execute a range of community events sponsored by the foundation.

## **RESPONSIBILITIES**

- Develop and implement the foundation's annual communications and marketing plan, which furthers awareness of our services, stakeholder engagement, fundraising, and advocacy.
- Coordinate and project-manage the foundation's external communications and editorial/content calendar.
- Ensure that our communications strategy, content, and materials reflect our organizational commitments.
- Participate in the foundation's diversity, equity, and inclusion work and take the lead as it relates to our communications program. Ensure that we consider all audiences in our communications and in our choice of platforms.
- Work with the Senior Director of Strategic Initiatives and the CEO and President in developing messaging, donor proposals, cases for support, and other communications and collateral materials as needed.
- Work with the Director of Programs and partner team in developing and implementing a fiscal sponsee communications plan.
- Work with the Director of Programs and partner team in developing resources and toolkits for our fiscal sponsees.
- Manage our social media engagement and serve as a liaison to our fiscal sponsees for their social media needs.
- Manage the foundation's new website (launching November 2018), ensuring that the content and images are up to date, accurate, and engaging. Serve as a liaison to our fiscally sponsored organizations for their webpage needs.
- Regularly track and analyze data and metrics around digital communications, share data and insights with staff, and adjust strategy and tactics based on data.
- Manage the communications budget and serve as the primary liaison to communications contractors and vendors.
- Provide communications support for foundation events, including setting up emails and invitations, signage and collateral, and program development.
- Use earned media strategies to amplify the voices of our fiscally sponsored organizations and support community-led public space efforts.
- Manage and expand the foundation's photo bank.
- Work with the Donor Engagement Manager to plan and execute online fundraising campaigns related to giving days and special initiatives.
- Promote important public space announcements in coordination with public agencies such as Seattle Parks and Recreation and other strategic partners.

- Review all public-facing content to ensure clarity, grammatical accuracy, and alignment with the foundation's messaging, values, and stylistic standards.

## **DESIRED SKILLS, EXPERIENCE, AND ABILITIES**

- Excellent writing and editing skills
- Professional experience working in and with diverse and under-resourced communities
- Ability to write in a distinct organizational voice, quickly and with careful attention to detail
- Proven experience managing internal communications plans, as well as proven collaboration and organizational/project management skills
- Proven experience working successfully with staff and subject matter experts, both independently and under general direction
- Adept multitasker, able to adjust to shifting priorities and quickly produce a work product
- Self-motivated, disciplined, and able to work independently; a strategic and collaborative team player
- Thrives in a fast-paced, adaptive environment
- Team player who is willing to both lead and be led; motivated to contribute to the success of others
- Highly proficient user of digital communication platforms, including WordPress, email platforms (such as Mailchimp), and social media
- Ability to work occasional nonstandard hours, including for evening and weekend events

## **COMPENSATION AND BENEFITS**

This is a full-time, exempt position with an annual salary of \$60,000. We also offer a generous benefits package, including:

- Employer-paid medical insurance
- IRA plan, with organizational match of up to 3% of the annual salary
- Paid vacation and sick leave
- 10 paid holidays per year
- Unlimited ORCA transit pass

To apply, please submit a resume and a cover letter to [info@seattleparksfoundation.org](mailto:info@seattleparksfoundation.org). In your cover letter, please describe how your personal and/or professional experiences relating to diversity, equity, and inclusion have influenced your career or specific aspects of your previous jobs. Please include specific examples.