

WORKING PARTNERSHIPS USA

Job Announcement Communications and Digital Manager

THE OPPORTUNITY

Working Partnerships USA and Silicon Valley Rising are hiring a talented communicator to join our team. The Communications and Digital Manager will be responsible for developing internal and external communications collateral and messaging, building and sustaining relationships with the media, driving our digital campaigning, and implementing our overall communications strategy.

JOB DESCRIPTION

The Manager must work well with media, community-based organizations, unions, and companies in a fast-paced, progressive advocacy campaign environment. The Manager will report to the Managing Director, and work directly with other staff on our organizing and policy teams.

JOB RESPONSIBILITIES INCLUDE (not an exhaustive list):

- Implementing campaign and communications tactics, including effective framing and messaging for campaigns;
- Managing and growing the organization's online base and presence, including through email messaging and organizing, Facebook and Twitter;
- Updating and promoting the website;
- Writing email messages, website content, branding materials, newsletters, development materials, talking points, and other online and print publications;
- Pitching media and placing stories, including coordinating interviews, gathering and distributing press clips, building relationships with reporters, and preparing for events;
- Working with organizers and researchers to develop campaign messaging and materials;
- Building the communications capacity of other staff members through collaboration and training;
- Reaching out to coalition partners for joint communications planning activities;
- Designing materials for print and online publication, including flyers, graphics shareable on social media, and producing multi-media content like presentations and videos;
- Updating the organizational database;
- Performing other duties as needed;

JOB QUALIFICATIONS

- Excellent organizational, writing and communication skills, including strong tech savvy and knowledge of best practices;
- Ability to independently manage projects from conception to completion, as well as work as part of a team;
- Ability to multi-task and work in a deadline-driven environment;
- Strong interest in social media, online organizing and knowledge of online communities;
- Ability to draft press releases, advisories, talking points, and other press materials;
- Understanding of how to build relationships with reporters;
- Experience using Content Management Systems (CMS) to update websites;
- Proficiency with MS Office Suite and Google Apps;
- A firm commitment to social, economic and racial justice;
- Minimum 4 years' experience in strategic communications, online organizing, grassroots organizing and/or public relations working in nonprofit, union, or political organizations;

PREFERRED QUALIFICATIONS

- Experience training workers and other spokespeople to speak with media;
- Experience using CRM software like NationBuilder or ActionNetwork for advocacy;
- Graphic design and basic video editing skills, preferably using Adobe Creative Suite;
- A proven track record of growing online support and engagement through digital platforms;
- Experience running effective online ad campaigns;
- Knowledge of WordPress, working knowledge of HTML and CSS.

SALARY AND BENEFITS

Annual salary for this position is \$50-\$60k and will be based on experience. Generous benefits package, including full family health insurance and 401(k). This is a full-time, exempt position and an excellent opportunity for those seeking career advancement over time.

Qualified candidates can send a resume, cover letter, and other materials to jobs@wpusa.org.

Working Partnerships USA is an affirmative action employer, and we strongly encourage women, people of color, LGBTQ, and all qualified persons to apply for this position. We therefore make special efforts to recruit individuals from groups that are historically under-represented in professional environments, or that suffer broader societal discrimination.