



## **Communications Director**

### **Job Description**

*Revised July 2022*

#### **Position Description**

The Communications Director develops and implements the communications strategy to advance the mission and vision of the Colorado Children's Campaign. This person leads the communications team, which includes a graphic designer, two associates focused on content creation and editing, social media contractors, and other vendors as needed. They work closely with the policy, advocacy, research, and development teams and report to the Chief Operating Officer.

#### **Essential Duties and Responsibilities**

- Lead strategic communications to advance advocacy, research, development, and organizational goals. Protect and promote organizational reputation and brand. Position organization as a leader in the field of advancing child and family well-being.
- Align all communications with organizational values of equity, diversity, and inclusion to advance racial and economic equity within our organization, our networks, and our partnerships.
- Develop and implement an annual strategic communications plan aligned with the organizational strategic plan and theory of change.
- Lead a communications team of three staff members. Set clear expectations for team members and empower them to work collaboratively and independently through coaching, coordination, and support.
- Develop and execute earned media strategies, including maintaining relationships with key media contacts, maintaining media contact lists, proactively pitching story ideas, and quickly arranging interviews in response to media requests. Ensure staff, board, volunteers, advocates, and coalition members are trained and prepared to give media interviews.
- Supervise, guide, train and develop team members. Set clear expectations for team members and empower them to work collaboratively and independently through coaching, coordination, and support.
- Supervise the creation of communications tactics, including news releases, speeches, website content, electronic newsletters, social media, podcasts, blogs, development collateral, and more.
- Supervise the development and distribution of periodic digital newsletters, including the weekly KidsFlash newsletter.
- Supervise the development and distribution of our podcast, The West Steps, including developing content calendars, coordinating recording, scheduling guest speakers, editing audio, and posting and promoting episodes on deadline each week during the legislative session.
- Lead the generation of online content that engages audiences and leads to measurable action. Decide who, where, and when to disseminate content to the website, social media platforms, podcasts, and other platforms.

- Contribute to the editing and writing of research and policy publications, including the annual signature publication KIDS COUNT in Colorado!, as well as developing and executing release strategies. Manage design and publication processes in partnership with authors.
- Lead and collaborate on communications activities with partners to advance policy priorities of campaigns and coalitions.
- Manage corporate brand and communications assets; supervise updates to the style guide to ensure consistent external communications.
- Develop and manage an annual department budget that includes multiple contractors.
- Monitor and analyze communications and engagement data (web, email, social media, earned media) and prepare data for internal evaluation.
- Administer the communications platform, Salsa Labs, and ensure communications staff are trained in building and sending communications at a high level. Supervise website contractors to provide routine maintenance, security, and periodic updates are completed; ensure website content is accessible, updated, and complied with accessibility laws and best practices.
- Contribute to fund development strategies, including developing content, communicating to external audiences, and supporting fundraising events, campaigns, and special projects like anniversary celebrations.
- Work closely with all teams across the organization, including Policy, Advocacy, Development, and Research.
- Promote a culture of high performance, continuous improvement, and ongoing learning.
- Other duties to advance the mission of the Children's Campaign as needed.

#### **Priority qualifications**

- Commitment to the mission and work of the Colorado Children's Campaign
- Bachelor's degree or equivalent work experience and at least five years of experience in nonprofit communications or related fields.
- Skilled writer, editor, and verbal communicator
- Strong project manager and adept at building consensus
- Extensive experience with implementing effective digital strategies
- Experience supervising and supporting entry-level positions
- Demonstrated ability to meet deadlines, manage competing priorities and advance multiple projects
- Excellent interpersonal skills and the ability to build and maintain relationships with people of diverse backgrounds, cultures, and perspectives
- Ability and willingness to work collaboratively and experience working in team environments
- High degree of personal responsibility for achieving ambitious goals; tendency to reflect on and incorporate feedback into work; ability to creatively adapt to a shifting landscape and work environment; ability to ask for help and offer it to advance our collective success
- Commitment to integrating values of diversity, equity, and inclusion into daily work
- Flexible, innovative, energetic, and able to work as a member of a larger team

#### **Preferred qualifications**

- Familiarity with communications and advocacy software systems and platforms such as WordPress, Salsa Labs, Sprout Social, Google Analytics, and others
- Contract management experience
- Knowledge or experience in children and family policy issues
- Knowledge of AP style
- Knowledge of issue framing and messaging, preferably related to children and family policy
- Experience managing and participating in coalitions, committees, and networks
- Knowledge of visual style, design, photography, and presentation best practices
- Bilingual/biliterate in Spanish

### **Compensation**

This is a full-time, exempt position. The position is located in Denver with a hybrid office environment. The salary range is \$75,000 to \$95,000. Benefits include:

- Paid medical, dental, vision, and life insurance benefits
- Paid short-term and long-term disability insurance
- Option to participate in the Children’s Campaign 403(b) plan with a company match of 100 percent of the first 3 percent employee contribution
- Option to participate in the Children’s Campaign flexible spending account
- Option to participate in the Children’s Campaign Aflac supplemental insurance plan
- Paid Time Off (PTO) to begin accruing at a rate of 14 hours per month
- 10 paid holidays per year
- 10 Weeks of Paid Medical and Care Taking Leave

*The Children’s Campaign is an equal opportunity employer. We value, honor, and celebrate all forms of diversity. Our organization is committed to pursuing its mission in a way that centers equity and the inclusion of voices and experiences of those most impacted by the inequities of our social institutions and systems. To do our best work, we seek to hire and retain staff that reflect the racial diversity and changing demographics of our state.*

*The Children’s Campaign does not and shall not discriminate on the basis of race, ethnicity, color, religion, national origin, political affiliation, sex, sexual orientation, gender identity, marital, pregnancy or parental status, physical or mental ability, genetic information, age, membership in an employee organization, retaliation, military service, or another non-merit factor under applicable federal, state, or local laws in any of its activities or operations. These activities include, but are not limited to: advertisements for employment, hiring of staff, compensation, promotions, termination, and other conditions of employment; selection of volunteers, interns, and vendors; and provision of services.*

*We are committed to providing an inclusive and welcoming environment for all members of our staff, volunteers, contractors, vendors, community partners, donors, funders, and other supporters. Our policy reflects and affirms the Children’s Campaign commitment to the principles of fair employment and the elimination of all discriminatory practices.*