

Job Description and Scorecard

Title: Communications & Outreach Manager (LTE, Jan - April 2019)

Reports to: Deputy Director, Higher Expectations for Racine County

Responsibilities & Outcomes

- 1) Coordinate external communications and draft materials to achieve the following outcomes;
 - a) Draft high-quality external communications documents including key messages, press releases, website updates, e-newsletters, Annual Report content, and other materials
 - b) Manage social media accounts and lead content curation: creating engaging, relevant and goal-driven content for social platforms and website posts/newsletters & implement content calendar
 - c) Track growth and engagement, and reporting on social media analytics
 - d) Support the creation of request letters, thank you letters, presentations and powerpoints, and other meeting handouts
 - e) Draft grant reports in partnership with Project Managers, Deputy Director, and Data team
- 2) Support community engagement with the goal of building partnerships with community organizations and others;
 - a) Coordinate community events including Higher Expectations Annual Report event
 - b) Identify partner events and opportunities to share and participate
 - c) Support Network's efforts to increase volunteer participation and reach additional populations

Preferred Qualifications

- Strong communication skills including written communication skills, with excellent grammar and spelling,
- Basic knowledge of Google Analytics, Facebook Insights, Twitter Analytics and/or other social analytic platforms,
- Experience in Adobe Creative Suite (InDesign, Photoshop, Spark),
- Experience with volunteer recruitment and/or event planning.

Key Attributes & Experience

- Teamwork & Collaboration - Demonstrates ability to develop and cultivate relationships with community stakeholders such as workforce development, the education and civic sectors as well as faith-based, nonprofit and philanthropic organizations.
- Leadership – Ability to oversee the work of multiple partners and facilitate their collective work, and to encourage teams to achieve objectives and hold them accountable for their deliverables.
- Communication - Excellent written and oral communication skills and strong interpersonal skills.
- Facilitation – Knowledge and demonstrated success in facilitating multidisciplinary or multi-organizational teams.

- Professionalism – Demonstrated ability to build and maintain an effective system of communications and a positive image for the organization.
- Critical Thinking and Problem Solving – Ability to think strategically and help teams prioritize their work to meet ambitious goals, ability to address and overcome complex issues to achieve desired results.
- Planning & Organizing – Excellent project management and organizational skills, ability to create processes and systems, manage details and work independently.
- Focus on Equity – Committed to advancing personal and organizational understanding of disparity and equity in the Racine community and ability to act in strategic ways to address those issues, comfortable reflecting on and engaging others in difficult conversations and strategic actions to address inequities along lines of race and income, among others.
- Adaptability – Serves as a champion of change and is able to provide tools to assist teams and community partners in accelerating the change management process necessary to implement and sustain their proposed improvements, and ability to adapt in a fast-paced environment as the organization and its roles evolve over time.
- Research - Creates new knowledge and understanding through the process of research and inquiry, ability to leverage expertise needed to better understand and address identified challenges.

To Apply

Submit a Resume and Cover Letter with salary requirements to Chelsea Powell, Interim Deputy Director, at info@career2cradle.org. Please note the position you are applying for in the subject line. Applications will be considered on a rolling basis.