



## **Communications Manager Job Description**

**Title:** Communications Manager  
**Status:** Full-time, exempt  
**Location:** Portland, Oregon (hybrid)  
**Posted:** July 5, 2023

### **Position Overview**

The Communications Manager is responsible for setting, guiding, and managing CCC's communications strategies and execution, and employing these functions to advance the organization's mission and programs. They will work closely with CCC's leadership team as well as across programs and departments. The Communications Manager will engage effectively with CCC's various audiences to support the organization and move them to action towards its goals and mission advancing racial justice.

Core responsibilities include:

**Organizational Communications** - Leads CCC's organizational communications efforts and creates content that reflects CCC's values and priorities, advances our mission, supports fundraising.

- Working with organizational leadership and colleagues to identify strategic communications plan, messaging, and branding to advance broader organizational objectives, including development
- Lead external communications through the creation and publication of email alerts, social media, direct mail, website pages, reports, program events, blog posts, etc.
- Manage media relations and outreach

**Program Integration** - Support program integration efforts in advocacy, environmental justice, and research justice to build the overall organizational identity and voice and communicate CCC's work and accomplishments.

- Collaborate with program staff to achieve program objectives through external communications and publicity (development, advocacy, research, and environmental justice)
- Build and target CCC's audiences through contact management

- Manage major external program communications and provide support and training to staff

The Communications Manager reports to the Deputy Director and has no supervisory responsibilities.

### **Description of Duties**

#### **Communications (75%)**

- Lead and manage CCC's communications strategies and channels, ensuring a steady flow of substantive content on all communications channels
  - Manage development, distribution, and maintenance of print and electronic collateral including newsletters, website, blog posts, and social media channels (Facebook, Twitter, and Instagram)
  - Build out and manage website (Squarespace)
  - Design social media, email, and website graphics, including templates for staff adaptation
  - Actively identify communications best practices
- Strategic communications
  - Develop strategic messaging across the organization
  - Enhance CCC's narrative strategy to build a cohesive narrative for the organization to articulate its vision and actions
  - Contribute to broader community efforts for narrative change with strategic partners and trainings
  - Participate in communications coalitions, support content creation for external coalition and campaign communications
  - Highlight the work and achievements of CCC's member organizations
- Media relations
  - Manage media inquiries and maintain contacts
  - Draft press releases, pursue earned media, draft or assist in drafting and placement of op-eds and letters to the editor, and cultivate relationships with various press
  - Collaborate with staff/partners to ghost write op-eds, letters to the editor, and help identify communications strategies to advance CCC's work
  - Prepare CCC staff for interviews and public events
- Manage contractors providing services relevant to communications
- Rapid response and crisis communications strategies, in coordination with CCC leadership

### **Program Support and Integration (20%)**

- Set policies and processes to facilitate internal coordination with programs and CCC leadership to effectively coordinate on communications goals, including execution of communications campaigns
  - Develop procedures and train CCC staff in communications procedures
  - Communicate to CCC members and coalition partners as assigned
- Advancement of development and fundraising strategies
  - Generate and refine content to support fundraising effort, including fundraising appeals and event promotion
  - Foster communications with donors, sponsors, foundations, and other funders
- Support programs' external communications and deliverables
  - Coordinate with program staff to ensure a strategic communications stream
  - Work with program staff to communicate accomplishments and key updates (e.g., launches of new initiatives, report releases, advocacy campaigns) through organizational communications, earned media, and events
  - Publicize and support outreach to community members for CCC projects and events
  - Support drafting, publication, and design of reports and written deliverables for programs
  - Review and edit program materials as assigned, such as testimony, one-pagers, and reports
  - Create and support of political and advocacy strategies and campaigns, including talking points and advocacy materials, for both CCC and its affiliate 501(c)(4)
- Grow and engage with CCC's audiences
  - Develop and implement list-building strategies
  - Support CCC's CRM design and management to ensure targeted communications, engagement, and fundraising strategies in coordination with other relevant staff
  - Create and offer communications trainings to partners and community members
- Other program collaboration as determined

### **Other duties and responsibilities (5%)**

- General administrative tasks and requirements
- Attend and prepare materials for staff meetings, board meetings, and other CCC-related meetings
- Other duties as assigned (e.g., staffing events, meeting notetaking)

### **Qualifications**

#### **Required qualifications**

- Two years minimum experience in communications, development, marketing, or other writing-intensive fields

- Strong commitment to racial justice
- Excellent writing and editing skills
- Ability to manage multiple projects and workflows simultaneously
- Ability to work collaboratively with different colleagues and teams
- Capable of identifying key strategies to advance organizational objectives
- Self-motivated with strong project management skills and ability to meet deadlines
- Basic graphic design (Canva) skills
- Ability to use organizational communications platforms (Squarespace website, social media channels, Constant Contact)
- Ability to learn/navigate and utilize database systems (Neon)

### **Preferred qualifications**

- Experience in advocacy and electoral campaigns
- Strong racial and social justice analysis with knowledge of BIPOC communities and issues in Oregon
- Community outreach experience, including distillation of technical information
- Relationships with media outlets and journalists

### **Compensation:**

This is a full time, exempt position with a salary range of \$64,500-75,000. CCC works to provide our staff with support for their health and wellbeing and recognize the value of their work through the following benefits:

- Paid time off: 15 days paid vacation in the first year of employment, increasing with tenure at the organization; 10 days of sick leave; 12 paid holidays and one week office closure in December.
- Insurance: Medical, dental, vision, short and long-term disability, and life insurance for the employee, with 100% of premiums paid by CCC.
- Additional benefits: Flexible Spending Account (health savings and daycare), Transportation Savings Account, Employee Assistance Program, monthly phone and transportation stipends, and full reimbursements for Employment’s Paid Leave Oregon contributions. Employees may enroll in a matching 401k retirement plan after one year of employment.
- CCC also provides resources to support the training, skill-building, and professional development of our staff.

**Work environment:** Standard CCC work hours occur between 9:00–5:00 PM. Our office is located in Portland, Oregon with a hybrid work schedule. The Communications Manager must live in or be willing to move within commuting distance of the Portland metro area.

**To Apply:** Please send a cover letter and resume to [HR@coalitioncommunitiescolor.org](mailto:HR@coalitioncommunitiescolor.org), with the subject line “Communications Manager — [your name].” **Applications are due Sunday, July 30.** You will be contacted if selected for an interview.