Communication Director
Job Description

Time Commitment: Full-Time

The Communication Director role is part of the Eastside Pathways Backbone staff, which is a small team of 7 and is primarily staff of color. We have a ton of fun together, we look for and appreciate each other’s unique gifts, and we’re committed to equitable practices in how we work as a team and with our partners. We’re based in East King County (a great place to be!) and the team is incredibly dedicated to our mission of improving how community stakeholders work together so that we ultimately achieve equitable outcomes for children, youth, and young adults, cradle to career. We like to enjoy different foods, laugh together, and experience different ethnicities, cultures, and perspectives.

For more information, please visit www.eastsidepathways.org.

POSITION DESCRIPTION
The Communication Director (CD) is a significant contributor to Eastside Pathways effectiveness in supporting the Partnership. In this role, focus will be on building strategy and execution of key factors influencing external communication to build innovation and public will, and internal communication within the Backbone and the Partnership to improve understanding, alignment, and continuous improvement. Building and evangelizing a culture of communication within, and among, each Eastside Pathways Partner is a critical aspect of this role.

Vital to this role a keen ability to develop, direct, and execute communication strategies which help advance the elimination of systemic barriers and advance racial equity for children, youth, and young adults. Reporting to the Executive Director, the CD will work closely with staff, Board members, and Partners - both individuals and organizations.

Communications

- Develop and implement an internal communications strategy to help the staff, Board, Partners and Collaborative Action Networks (CAN’s) be inspired, engaged, up-to-date, and aligned.
- Develop, implement, and align internal and external communications and messaging strategies, brand platform, and communications calendar on behalf of the Backbone and the Partnership. Oversee and support its execution including management of social media, website, email, and where necessary, outside consultants.
- Explore and establish as necessary, the role of a Partner Communications Council. This includes facilitating and leading efforts to define purpose, results, role clarity, authority, and capacity of members when the council is established.
- Increase awareness of the Backbone and Partnership outcomes by managing the development and sharing current collaborative work and success stories at community, county, state, and national levels. This includes implementing strategies to share practices that as results are achieved and potentially extending their impact.

We envision a community where every child is happy, healthy, and successful.
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• Establish and maintain relationships with community media partners. Write and submit press releases as appropriate on behalf of the Backbone, Partnership, and impacts of individual and collective work.
• Manage part-time social media manager who is responsible for website and social media.

SKILLS AND QUALIFICATIONS
Because Eastside Pathways Backbone staff is small, we all play multiple roles and roll up our sleeves to get things done when necessary. We’re looking for someone who will thrive in this sort of environment. This person should be able to implement proactively, think creatively, problem solve, and share ideas for continuous improvement. S/he/they should be able to work independently as well as collaboratively with staff and partners in a frequently changing environment.

The collective impact approach requires flexibility and being comfortable with ambiguity. It also requires a willingness of continuous learning. The Eastside is a very diverse community. Staff must be adept at working in a multicultural environment and committed to further developing their own racial equity awareness and skills.

▪ A Bachelor’s degree or equivalent with strong written, oral, and analytical skills/experience plus direct experience in digital strategy including social media and web presence, communications & marketing, fundraising & development, or public relations. Specific expertise in non-profit advocacy and policy is a plus.
▪ Experience in asset-framing for racial equity also a plus.
▪ Demonstrated ability to work at a strategic (identifying results and developing digital, social and event marketing plans) and tactical (running communications campaigns, planning events, and driving digital work) level.
▪ Outstanding organizational and project planning skills including the ability to manage and prioritize multiple tasks and projects simultaneously. Strong follow-up skills.
▪ Strong interpersonal skills with an aptitude for managing relationships and setting expectations with tact and diplomacy.
▪ Proficiency with HTML, CSS, CMS (such as WordPress), and graphic design software such as publishing products such as InDesign and Adobe. Proficiency in Microsoft Office products including Word, PowerPoint, and Publisher and working knowledge of SharePoint in the cloud is critical.

ADDITIONAL INFORMATION
OVERVIEW AND ABOUT US
Founded in July 2011 in Bellevue, Washington, Eastside Pathways Partnership strives to improve how each stakeholder in the community works, individually and collectively, to pave a more equitable, and supportive pathway for children, youth, and young adults from cradle to career, in East King County. We do this by building a powerful network of community individuals, along with public, private, and non-profit organizations to make up the partnership.

Supporting the Eastside Pathways Partnership is the Eastside Pathways Backbone. The Backbone is its
own entity and a Partner as well. The Backbone is committed to dedicating resources to support the strategies and specific areas of work identified by the Partnership. Working alongside partner organizations and individuals, the Backbone provides data and strategy support, convening, facilitation, communication, and dedicated learning opportunities.

Eastside Pathways Backbone values diversity and we strive to live an anti-racist existence. People who can speak to their lived experience around racial inequity, oppression, and institutional and/or system racism are **strongly encouraged** to apply.

Eastside Pathways is an Equal Opportunity Employer that does not discriminate against individuals on the basis of race, religious creed, color, national origin, ancestry, sex, sexual preference, age, marital status, veteran status, mental or physical disability, or any other legally protected class in its employment policies or other programs and activities.

While the office space is at St. Andrew’s Lutheran Church Campus, all work and meetings are currently virtual. In the future, there will be requirements for some in-person meetings however that is to be determined. Applicant must be able to provide his/her/their own transportation.

**COMPENSATION**
Salary range is $65k- $85k dependent on experience annually + benefits stipend.

**HOW TO APPLY**
Applications will be accepted and reviewed immediately. This position will remain open until filled.

In your submission, please describe your particular interest in and qualifications for the Communications Director position and speak to how you’re a fit to the organizations values and goals.

Please apply by submitting your cover letter and resume in a *single MS Word document* to jobs@eastsidepathways.org.