



Position: Communications Manager

Founded in July 2011 in Bellevue, Washington, [Eastside Pathways](http://www.eastsidepathways.org) is a partnership established to improve student achievement from cradle to career in East King County. Made up of nearly 70 public, private and nonprofit organizations – including the Bellevue and Lake Washington School Districts - Eastside Pathways operates under the [collective impact](#) framework with a mission to shape policies and practices to eliminate the opportunity and achievement gaps so that ALL children succeed.

The Partnership is staffed by a nonprofit, also called Eastside Pathways, which works alongside partner organizations and individuals to provide strategy, data support, communications, facilitation and operations support. This position is part of the paid backbone staff.

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

POSITION DESCRIPTION

The Communications Manager reports to the Executive Director and works closely with paid and volunteer staff, board members, and staff at our partner organizations. This person will direct and manage all external and internal communications including collateral, website, social media, and public relations, ensuring that all consistently articulate Eastside Pathways' mission and branding in a compelling and effective way.

Eastside Pathways has a very small paid staff and uses a number of volunteers in staff positions. As such, we all play multiple roles and roll up our sleeves to get things done when necessary. We are 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 constantly changing environment. The collective impact approach requires flexibility and being comfortable with ambiguity. The Eastside is a very diverse community. Staff and volunteers must be adept at working in a multicultural environment and committed to further developing their racial equity awareness and skills.

Time Commitment: Full-Time

RESPONSIBILITIES

This role is responsible for working with the ED, staff, and volunteers to develop a comprehensive communications strategy and subsequently for implementing and updating that strategy:

- *Internal and partner communications:*
 - Use various methods to build community support for the effort; engage community members; and keep paid and volunteer staff, partners, and board informed.
 - Support partners by creating communication that can be used to inform their constituents about collective impact and their involvement.
 - Represent Eastside Pathways with partners and other stakeholders at community meetings as needed.

We envision a community where every child is happy, healthy, and successful.

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- Manage the Eastside Pathways SharePoint site to facilitate easier and more robust communications.
- *Website:* Maintain and update website (WordPress platform).
- *Monthly newsletter:* Identify topics, write or invite others to contribute articles, edit, layout, and publish using our contact management system (Constant Contact).
- *Social Media:* Develop and implement a social media strategy, including updating Facebook and Twitter feeds. Extend into new social media channels as appropriate. Partner with and manage social media intern.
- *Marketing materials:* Help create, maintain, and update print and electronic collateral for the Backbone and Partnership.
- *Events and Convening:* Develop marketing plan and create material to communicate the event. Responsibilities include communication around the event and, presentations, name tags. Having working knowledge of event management platforms (Eventbrite) is desirable.
- *Support:* Support facilitators and staff with presentations, and graphics as needed.
- *Public relations:* Establish and maintain relationships with community media partners. Write and submit press releases as appropriate.

SKILLS AND QUALIFICATIONS

- A Bachelor's degree or equivalent with strong written, oral, and analytical skills/experience plus direct experience in digital strategy, advertising, communications, marketing, or public relations with specific expertise in non-profit advocacy, and/or fundraising.
- 5 – 8 years' experience and track record creating highly successful, compelling messages that use an authentic voice to target different audiences and advance goals for the organization.
- Demonstrated ability to work on at both the strategic (developing digital, social and event marketing plans and campaigns) 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.
- Experience managing organizational or branded accounts on Twitter, Facebook and /or other social media platforms.
- Strong interpersonal skills with an aptitude for managing key relationships and setting expectations with tact and diplomacy.
- Proficiency with HTML, CSS, CMS (such as WordPress), Microsoft Office products including Word, PowerPoint, and Publisher and working knowledge of SharePoint in the cloud.
- Experience with Salesforce and Adobe Design Suite and/or other graphic design software

ADDITIONAL INFORMATION

While the office space is at St. Andrew's Lutheran Church Campus, meetings are around Bellevue and the Eastside in various locations. Applicant must be able to provide his/her/their own transportation.

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COMPENSATION

Salary range is \$40k - \$50k DOE annually + benefits stipend.

HOW TO APPLY

Please apply by submitting your cover letter and resume in a *single MS Word document* to jobs@eastsidepathways.org. In your submission, please describe your particular interest in and qualifications for the Communications Manager position. This position will remain open until filled

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.

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