



POSITION: Communications Manager

REPORTS TO: Chief External Affairs Officer (CEAO)

AGENCY SUMMARY:

Child Care Resources (CCR) has been at the forefront of the early learning landscape for 30 years ensuring that all children have equitable access to safe, engaging and positive early learning experiences that promote school readiness and lifetime success. With a staff of 110 and a budget of \$13 million, CCR provides a broad array of services for families and child care providers so that they, in turn, can support the development and well-being of our children.

OPPORTUNITY:

The **Communications Manager** will be responsible for Child Care Resources marketing, communications and PR, as well as managing the Annual Fund activities (high-volume, low-touch email and social media campaigns). They will:

- Ensure the integration of these efforts and align their overall direction for maximum impact;
- Promote high quality child care programs;
- Reflect our commitment to anti-racism, equity, and inclusion; and
- Contribute to organizational strategy.

The ideal candidate will have a deep passion for social justice and equity for all children, relationship-building skills, and strengths in cultural relevance, problem solving, and engaging community in CCR's work. The individual will have a history of engaging with media, elected officials, donors, and community. They will be energized by building relationships and enlisting supporters for CCR's mission.

The Communications Manager will work in a team of four: Chief External Affairs Officer, Development Director and Development Coordinator. They will support the work of the Policy/Advocacy Team as well as the Evaluation Team, ensuring that the CCR story is well communicated and impactful.

They will serve as a member of the Directors/Executive/Management team providing key communications perspective and participating in program decisions at the senior leadership level.

The Communication Manager will support the Translation and Interpretation Team and provide supervision to a contracted public relations position.

NATURE, SCOPE AND RESPONSIBILITIES:

- Directly manage a broad array of communications initiatives, including general news media relations, social media outreach, website management, multi-media, public relations and other areas of communication.
- Develop informational materials, press releases, social media content, Op-eds, presentations and other public communications that promote CCR's mission.
- Develop a strategy to ensure communication policies and procedures flow smoothly and consistently through the agency with clear and relevant information.
- Create a strategy for organizing, maintaining, and continuously improving CCR's SharePoint site with information and forms to ensure data is live, accurate and easily accessible.
- Assist with strategic outreach, events planning, coordination, and promotion.
- Prepare and conduct communications training for CCR leadership and staff.
- Track and measure the effectiveness of communication tools.
- Provide emergency communications to all staff when needed.
- Provide communications counsel and advice to internal customers.
- Manage and prepare agency website for redevelopment. Write content for CCR website that conforms to the agency web standards and the goals of its online communications. Update website based on project communication needs.
- Use metrics to evaluate and improve employee communications.
- Oversee external relationship with contract public relations professional to manage reactive and proactive PR needs.

KNOWLEDGE, SKILLS AND ABILITIES:

- 5 years of experience in communications, at least two of which in a nonprofit setting.
- Excellent writing and editorial skills, including development of original content and the ability to construct concise and well-written narratives.
- Demonstrable strategic planning experience within the communications field to include brand management. Highly developed listening and public speaking skills.
- Demonstrated ability to generate earned media coverage for organizational activities and announcements.
- Able to organize and prioritize work, adapt to changes in workload demands, multi-task and follow through.
- Creative thinker, capable of introducing new and better ways to deliver the Child Care Resources message. Skill in thinking strategically and in exercising sound judgment.
- Demonstrated understanding of community-centric fundraising practices and ethical storytelling and ability to align anti-racism values with the strategy and execution of communication activities.
- A demonstrated commitment to diversity and inclusion; valuing diverse perspectives and encouraging contributions by all team members.
- Experience inspiring and influencing non-profit boards.
- Politically astute and tactful; attentive to the perspectives and competing interests of various internal and external stakeholders.
- Requires well-developed human relations skill to advise and influence others, to gain trust when working with the media and general public, and to convey complex information to a diverse audience.

CANDIDATE CORE LEADERSHIP COMPETENCIES:

Decision Making

- Regularly identifies critical internal or external data needed to inform decision-making.
- Makes needed decisions in a timely manner even when information is limited or unclear;
- Flexibly adjusts decisions when new or unexpected information arises;
- Honors and publicly champions agency and team decisions, even when having a dissenting view;
- Proactively seeks input from team and other related stakeholders;
- Considers both the long-term strategic direction and short-term outcomes of decisions; and
- Draws upon data, best practices, or specific job expertise to make timely decisions.

Develops and Motivates Others

- Reinforces strengths, promoting confidence and progressive growth;
- Evaluates staff's needs and engages equitable approaches to motivate and develop individual team members;
- Analyzes staff's level of proficiency in work performance and cultivate relationships that result in individualized development opportunities that challenge and encourage staff;
- Uses a range of tools and tactics to help staff of varying abilities grow; and
- Uses reflective practice to support staff in assessing their own thoughts and actions for the purpose of personal learning and development.

Continuous improvement Minded

- Generates creative or innovative solutions—typically within program/ department;
- Challenges status quo in an intentional manner;
- Able to generate excitement about new possibilities;
- Suggests and implements solutions based upon evidence and best practice; and
- Weighs limitations like resources and staff when considering visionary ideas.

COMPENSATION:

FLSA Status: Exempt

This is a full-time salaried position requiring a willingness to work some evenings and weekends. The expected salary range is between \$60,020 - \$75,027/yr., depending on qualifications and experience.

BENEFITS:

CCR's benefit package includes employer-paid top tier medical, dental and vision insurance plans for employees, 21 days of PTO per year in addition to 10 paid holidays, 3 paid floating holidays, and week-long office closure at year-end, flexible work environment, employer-paid life insurance, short-term disability/illness leave accrual, and 401k with 3% employer match.

CCR is an equal opportunity employer and we value diversity among our staff. We strongly encourage people of color, immigrants and refugees, people from the LGBTQ community, people with disabilities, and people from other historically marginalized groups to apply.

HOW TO APPLY:

Please email cover letter, resume, and four professional references (2 of which must be current or prior supervisors) to hr@childcare.org.

To learn more about Child Care Resources, please visit www.childcare.org