

Flexible Full-Time Communications Manager, Raise DC Position Description

Overview of Raise DC: Raise DC convenes public, private, nonprofit and philanthropic leaders to improve educational and workforce outcomes for young people across the District. Modeled on the collective impact work of Strive in Cincinnati, Raise DC was spun out of government in the summer of 2013 in order to ensure the long-term sustainability of the work. The Community Foundation for the National Capital Region now serves as its backbone organization, supporting daily operations with financial resources, human capital and infrastructure.

The five Raise DC goals for District youth, as they transition along each part of the cradle-to-career continuum, are:

- Every youth will enter kindergarten ready to learn,
- Every youth will succeed in school,
- Every youth will attain a post-secondary credential,
- Every youth who is disconnected will reconnect to school/training, and
- Every youth will be prepared for a career.

For each of these ambitious goals, core and contributing indicators have been articulated to guide continuous improvement and serve as ongoing metrics, with reporting on a common and agreed report card based on systematic and 'benchmarkable' data. "Change Networks" comprised of private industry, philanthropy, non-profits and government agencies with a stake in specific focus areas meet regularly to develop and coordinate efforts and track progress around the specific indicators. Finally, the Raise DC Leadership Council consists of key public champions who monitor Raise DC's progress and use authority to align and broker resources, implement strategies and address financial and policy/structural barriers.

Overview of the Community Foundation for the National Capital Region:

The Community Foundation for the National Capital Region was established in 1973 to serve the philanthropic needs of metropolitan Washington, D.C. region, which includes the District of Columbia, Montgomery and Prince George's counties in Maryland, Fairfax, Loudoun, Prince William and Arlington counties in Virginia and the City of Alexandria. Our mission is to strengthen the Washington metropolitan region by encouraging and supporting effective giving and by providing leadership on critical issues in our community

Position Summary: To communicate and advance the five citywide goals of Raise DC, the Community Foundation for the National Capital Region is seeking a Flexible Full-Time Communications Manager. The Communications Manager

position allows for maximum flexibility. The Communications Manager will play three key roles: 1) Create a comprehensive strategic communications plan for Raise DC that will guide all current (and future) communications endeavors; 2) consult and produce ongoing communications materials that are in line with Raise DC's communications strategy; and 3) coordinate communications efforts between a variety of stakeholders, both internally and externally.

Responsibilities

- **Strategic Communications Planning:** Create a comprehensive strategic communications plan for Raise DC that will guide all current (and future) communications endeavors. The Communications Manager will:
 - Develop strategic communications plans to maximize our influence and impact with target audiences
 - Ensure external communications align with communications best practices and are clear, consistent, and compelling
 - Identify creative methods to communicate key messages and impacts, especially via graphic and/or visual representation
- **Ongoing Communications:** Consult and produce ongoing communications materials that are in line with Raise DC's communications strategy. The Communications Manager will:
 - Assist in drafting talking points and guidance for speeches, presentations, media inquiries, and publications
 - Capture relevant stories and artifacts in real time and via conversations with Raise DC stakeholders for use in communication tools
 - Write, edit and proofread materials for external communications, independently and in collaboration with team members (newsletters, website, report card, etc)
 - Manage social media
 - Write press releases and letters to the editor
 - Monitor relevant news and field updates
- **Communications Management:** Coordinate communications efforts between a variety of stakeholders, both internally and externally. The Communications Manager will:
 - Act as a communications liaison between Raise DC Staff, Leadership Council, and Change Networks
 - Manage production of communications activities and events
 - Coordinate a variety of communications partners who provide in-kind support to Raise DC operations (such as Reingold LINK and DCAYA)

Education and Experience

- Bachelor's degree required
- 4+ years professional or related experience
- Experience in the education, government and non-profit sector

Knowledge, Skills, and Abilities

- Excellent and concise written and oral communicator
- Working knowledge of WordPress and/or other online platforms
- High proficiency in online/social media
- Skills in project management in a team environment
- High standard of quality and attention to detail
- Strategic thinker/outcome driven
- Entrepreneurial and creative spirit
- Ability to connect people and ideas to one another
- Good sense of humor
- Familiarity with video editing and production a plus

Supervision

Position reports to Executive Director, Raise DC

Compensation and Benefits

Salary and benefits will be competitive and commensurate with experience.

Application Instructions

Please submit cover letter, including salary requirements, resume, including salary history to Allison Hagaman (ahagaman@raisedc.org). No phone calls please.