Communications Associate

About the Role

Washington CAN seeks to hire a Communications Associate that desires to learn how to effectively create digital content for community voice, deliver the organization’s messaging, and expand our media presence. The role is molded by Washington CAN’s strong learning culture and will be supported by the Executive Director, communications consultants, and an experienced phone and field team so that the new hire can learn the theory and practice of communications at the same time. We want someone that has a heart to shape the culture at a decades-old organization, to learn what we do, how we do it, and sharpen our skills where we need it.

WA CAN Mission and Vision

Washington CAN’s vision is to be one of the nation’s most effective economic and racial justice organizations, building a movement of people whose collective action ensures that all communities are healthy, prosperous, and have an equal voice in determining their future. Our mission is to achieve racial, gender, economic, and social equity in order to establish a democratic society characterized by justice and fairness, with respect for diversity, and a decent quality of life for all those who reside in Washington.

An Apprenticeship Model

We know this position is a role to grow into. We believe that the person best suited for this role will learn on the job and make it their own. This role requires working with members around the most difficult, traumatic moments of their lives—and translates those stories in ways that are digestible and point at the systems that produced those outcomes. Our members experience life’s adversities that are difficult to digest—families incarcerated, being on the receiving end of racist policies, suffering from economic hardship, the list goes on. You’ll work with colleagues that span generations of experience across nearly every advocacy issue area imaginable. So you’ll need to possess the emotional intelligence to navigate diverse backgrounds and work styles.

Be smart, kind, resilient, and willing to learn. We’ll teach you the rest.
Tasks and Responsibilities

- **Social Media**
  - Develop an innovative social media that's engaging based on our issue areas, development needs, and partners' advocacy
  - Write and publish social media content for Washington CAN
  - Engage with other partner and individual's social media pages (this includes but not limited to commenting, liking, or resharing on platforms)
  - Track analytics of social media platforms using analytics tools and tracking sheets.
  - Provide content and copy editing assistance to supervisors and staff
  - Capture and/or organize photos and videos at press events, public actions, community events, etc.
  - Cultivate or be able to learn to create a digital organizing model that is easily accessible to partner organizations

- **Membership and Development**
  - Create graphics in social media kits, email blasts, testimonials, blog posts and other digital documents for public-facing messaging
  - Train WA CAN members to be spokespeople
  - Work with members to land earned media hits (1-3 per month), this includes op-eds and letters-to-the-editors. Facilitate interviews, lead on the pitch process, and act as press liaison at events, connecting reporters to prepped members.
  - Attend coalition meetings to keep up-to-date and aligned with community communications across the state
  - Create slide decks for funder pitches
  - Aid in preparing communication liaison tools for Executive Director and Board of Directors

- **Media and Public Relations**
  - Write pitches for Washington CAN media and be able to hold meaningful relationships with reporters and editors
  - Put together internal press lists to ensure phone numbers, news organizations, and emails are up to date
  - Create and implement actions that bolster the brand awareness of Washington CAN

- **Learning**
  - Engage and participate in trainings with communications consultants
Learn about the organization on-the-job and across departments
Listen to colleague and member stories and experiences
Take and incorporate feedback quickly into work product
Take advantage of professional development opportunities as they arise

Qualifications

- Deep commitment and passion for racial, gender, and economic justice.
- Knowledge and understanding of how to frame issues through an equity lens.
- The ability to work with a diverse array of community members, staff, and board.
- Be accountable to your team by being responsive and quick to communicate needs.
- A fast and decent writer who can quickly turn around press releases, editorials, public testimonies, website postings, email alerts, etc.
- Understanding of how to both use social media as an effective advocacy tool and grow our following.
- The ability to briefly and effectively pitch reporters on protests, press conferences, report releases, town halls, etc.
- Experience with Facebook, Twitter, Instagram
- Preferred Every Action email system and/or VAN
- Preferred affinity for dogs

Compensation

- $50,000-$60,000

To Apply

Please submit the following to jobs@washingtoncan.org
- Resume
- Cover letter
- Two relevant writing samples
- Three references