



## **Communications and Marketing Manager**

DC Greens is currently seeking a Communications and Marketing Manager. This person will report directly to the Development Director and will be responsible for developing and executing a comprehensive communications, marketing and public relations strategy for the organization. This individual should be able to think strategically about all internal and external communications, including digital and physical materials. All communications should be designed to support and promote DC Greens and its community of partners and funders, as well as geared toward increasing the organization's

visibility and impact. Importantly, the Communications and Marketing Manager will work to integrate DC Greens' organizational values with respect to racial equity into all communications.

### **Specific Job Responsibilities**

With direction from the Development Director and the Board of Directors, the Communications and Marketing Manager will develop and implement an integrated, organization-wide strategic communications plan to strengthen DC Greens' brand identity across key audiences by:

- Clearly understanding the organization's communications and marketing needs, and setting goals for the evolution and promotion of the DC Greens brand;
- Establishing and ensuring that communications messages are consistent, both external to and across the organization;
- Curating and developing content to increase audience engagement on DC Greens' digital platforms (website & email) and various social media channels (Facebook, Instagram, Twitter, LinkedIn, etc.);
- Overseeing the creation of press releases and external digital engagement;
- Overseeing all layout and copy intended for public consumption, ensuring their alignment with the strategic communications plan, including the development of all print and branded materials (program documents and brochures);
- Ensuring organizational initiatives and projects are clearly communicated to key audiences (government officials, community members, partner nonprofits, philanthropy);
- Maintaining and executing the editorial publication calendar (includes newsletter publications, social media calendar, photography, graphics, content partnerships, etc.);
- Working to support all major events and initiatives (Spring Dig, Rooting DC, Farm Volunteer Events etc.); and
- Establishing relationships with media to earn coverage of DC Greens' programs, and prepare talking points, presentations, and other supporting material for the Executive Director or other executives, as needed.

### **Key skills**

- Excellent writing, editing and proofreading skills, with the ability to work across various mediums, from print to digital;
- Creative ability to devise communication strategies to engage broad donor base;
- Demonstrated experience using Adobe Creative Suite, a plus;

- High level of comfort with digital means of communication and social media tools such as Tweetdeck, Sprout Social, Facebook Pages, Instagram, Twitter; and analytics tools such as Google Analytics, and Simply Measured;
- Extensive experience with Microsoft Suite and/or Google Docs; and
- Knowledge of email marketing tools such as MailChimp and Salesforce CRM

## Qualifications

### *Required:*

- Bachelor's degree required;
- 5-7 years of communication and marketing experience;
- Strong interpersonal and writing skills;
- Demonstrated commitment to racial justice and equity required;
- Precise attention to detail and demonstrated proactive and strategic approach to daily tasks;
- Positive attitude, concern for others and community, demonstration of self-confidence, common sense and good listening ability; willingness to ask for clarification or assistance when needed;

### *Preferred:*

- Experience and familiarity in the Public Health and/or food justice space preferred, but not required.

## Salary & Benefits

This is a full-time (40 hours/week) position, salaried at \$65,000 with generous benefits (medical/dental/vision, disability/life insurance), 25 days PTO, employer match on retirement contributions after one (1) year, flexible schedule, and a welcoming office setting that strives to provide healthy opportunities for employees to be comfortable, and to treat each other as human beings. This position requires some evening and weekend work. Salary commensurate with experience.

## How To Apply

DC Greens is looking for a candidate with a strong racial equity analysis. In 250 words or less, please provide two examples of how you will bring a racial equity analysis to the communications work. Additionally, please email a cover letter and resume to [hiring@dcgreens.org](mailto:hiring@dcgreens.org). Please put "Communications and Marketing Manager" in the subject line and save your cover letter, resume and racial equity response, as a single PDF attachment labeled "LAST NAME, FIRST NAME\_Application." The deadline to apply is December 15, 2018 11:59 pm EST. Anticipated start date is January 31, 2019.

DC Greens is an equal opportunity employer. **We strongly encourage and seek applications** from people of color, bilingual and bicultural individuals, people who have experienced poverty, women, and members of the lesbian, gay, bisexual, and transgender communities. Applicants shall not be discriminated against because of race, religion, sex, national origin, ethnicity, age, disability, political affiliation, sexual orientation, gender identity, color, marital status, or medical status. Reasonable accommodation will be made so that qualified disabled applicants may participate in the application process. Please advise in writing of special needs at the time of application.