Communications Director

ORGANIZATIONAL DESCRIPTION

The Washington Immigrant Solidarity Network (WAISN) is a grassroots coalition of over 400 immigrant and refugee rights organizations, formed in the wake of the November 2016 elections.

WAISN’s mission is to protect and advance the power of immigrant and refugee communities through a multiracial, multigenerational, multiethnic, multigender, multilingual, and multi-faith coalition. Our organizing strategy educates and mobilizes statewide to uphold and defend the rights and dignity of all immigrants and refugees, centering the voices of vulnerable and impacted communities.

The state of Washington is home to over 943,000 immigrants and receives the 8th most refugees among states. Many groups of, by and for immigrants and refugees have been working around the state for decades. In the face of the proliferating threats unleashed on us by the Trump administration and a rise in the white supremacy movement in the U.S, we have coalesced to form the Washington Immigrant Solidarity Network.

WAISN is the largest immigrant-led coalition in the State of Washington. We are a powerful, volunteer-driven network of immigrant and refugee-rights organizations and individuals distributed across the state in 27 counties. We work to provide support, capacity, and resources to organizations’ efforts to build power and act as a united immigrant justice voice statewide.

The ideal candidate shares our commitment to building relationships and grassroots power in immigrant and refugee communities and supports our feminist decolonial transnational and intersectional values of joy, care, solidarity across differences, integrity and accountability.

POSITION SUMMARY

WAISN is seeking a highly diligent, confident candidate with substantial management experience for the role of communications director. The position comes with great responsibility, as the communications director is accountable for safeguarding the network’s brand. The Communications Director will be responsible for the development and implementation of internal and external communications strategies that engage, align, and inspire WAISN’s audiences with the organization’s vision, mission and organizing priorities.

Key Responsibilities:

- Monitor and track federal and state-level legislation to inform organizational messaging;
- Write memos and position papers for WAISN staff and stakeholders;
- Review and provide feedback on institution, local, state, and federal policies and initiatives;
- Galvanize support for advocacy in the following ways:
  1) in media framing 2) with partner organizations, 3) with grassroots organizations, and 4) by empowering organizers, including training them in testimony and media, and executing actions (on the ground);
● Know when WAISN should lead, and when we should follow: Be an excellent coalition builder as it pertains to organizing, advocacy, and policy, have a deep understanding of building teams and the ability to utilize the strengths of WAISN and of other collaborators.
● Oversee the strategic direction and growth of our language justice work.

Plan campaigns and communications strategies that promote a culture of immigrant respect:
● Brainstorm campaigns to educate the public, and partner with colleagues, organizations, and media partners to bring organizational priorities to fruition;
● Manage and oversee all digital platforms including the website, graphics, strategic email outreach, and social media, as well as overseeing any video editing and production;
● Develop framing and language for our public campaigns and in all our external facing spaces including website;
● Take the lead on building WAISN’s communications strategy, in coordination with the Deputy Director;
● Lead WAISN’s annual Immigrant and Refugee Advocacy Days, Immigrant Youth Convening, Regional and Statewide Gatherings communication including promotional work, and designing and disseminating conference agendas and collateral materials.
● Write press statements, blogs, op-eds, policy memos, fact sheets, talking points, and more;
● Oversee and develop digital collateral for digital organizing efforts;
● Write materials for other WAISN staff such as presentations and speeches;
● Support grassroots actions, both in-person and digitally.

Conduct workshops and speaking engagements on relevant topics to communities statewide, including, but not limited to the following topics:
● The movement to champion immigrant rights and justice
● Know Your Rights
● Media training and digital organizing

Organizational leadership, planning, management and cross departmental collaboration

● Plan online fundraising campaigns in collaboration with the Development Department. Create content for individual donors and funders that includes but is not limited to: emails, giving campaigns, quarterly and yearly reports;
● Develop and manage a departmental budget;
● Raise resources to support the departmental budget;
● Help WAISN build a cohesive story arc in all materials, such as speaking and fundraising pitches;
● Use expertise to assist the Executive Director and Deputy Director in strategic organizational planning, board development, and other organizational planning;
● Oversee the development and maintenance of an organizational editorial calendar;
● Stays up to date on the news - check key news sites 2-3 times per day to inform communications strategy for the week and editorial calendar;
● Develop fluency on WAISN’s editorial and style guide to ensure a cohesive honed organizational voice, updating as necessary;
Manage and provide strong leadership for WAISN's Communications Team, including effective supervision and development of the Communications Manager, the Language Justice Coordinator, and the Digital Organizer; 

Oversee the creation and maintenance of press lists based on organizational priorities; 

Builds, manages and fosters relationships with key media outlets, reporters, journalists, podcasters, editors and media influencers to elevate WAISN’s profile locally, statewide, and nationally; 

Works in partnership with the Organizing Director and Policy Director to plan press conferences, briefings, and other high-profile public events; 

Identify and recruit new organizational members that align with WAISN’s values; 

Create and maintain a positive organizational culture and a culture of collaboration; 

Experience crafting, leading and implementing a strategic communications plan. 

JOB REQUIREMENTS AND DESIRED PERSONAL TRAITS 

A demonstrated commitment to social and racial justice issues and understanding of challenges facing immigrant communities, communities of color, queer and transgender communities, as well as low-and moderate income families; 

A demonstrated commitment to cutting edge progressive values that champion an intersectional decolonial and transnational feminist agenda centered around the dismantling of all systems of oppression; 

At least 5 to 10 years of relevant experience working as a communications professional for nonprofits, government, issue campaigns, and/or political campaigns; 

Experience telling sensitive, complex and personal stories in a respectful, strength-based and ethical manner; 

Experience developing and executing advocacy communications strategies designed to support and promote organizational and policy goals; 

Experience crafting narrative-change campaigns including using polling or research to understand and build successful messaging campaigns; 

Strong experience working with the national and local media: print, broadcast, digital, and social; 

Experience managing digital strategy and social media channels; 

Strong writing skills with excellent grammar; 

Excellent verbal and interpersonal communication skills; attention to detail and ability to work under tight deadlines with a commitment to quality; 

Ability to distill complex issues into effective communications materials for diverse audiences; 

Highly organized, detail-oriented, and able to manage a variety of projects in a fast-paced environment while maintaining focus on high-level organizational goals;
• Storyteller -- a person who can find the story through the weeds, and come up with new angles to help people understand and care about the big issues of our time;
• Top-notch writer -- a person who can ghost write or edit an op-ed for a national outlet and turn around a quick snappy quote in a crisis;
• Proven manager -- a person who knows how to manage complex projects and run them smoothly. Who can also inspire staff to do their best work;
• Media strategists -- a person who has an excellent track record securing top-notch media coverage.
• Problem solver -- a person who is able to proactively identify issues and effectively execute solutions to produce best results;
• Critical thinker -- a person who is able to hear a big idea and boil it down into a few sentences;
• Talented researcher -- a person who is adept with finding everything they need online, finding the perfect person for the perfect story, and all-things google docs.
• Bilingual/multilingual skills are highly preferred and desired;
• Able to maintain a valid driver's license with the ability and willingness to travel regularly & must live in Washington state;

COMPENSATION This is a full time position. The salary range for this position is $90,000-$105,000 annually for full-time work, contingent on experience.

Benefits package includes professional development training fees, generous paid time off, vacation and sick leave. Please note that due to the new 501c(3) status, the organization is thinking through some of the most worker-friendly and people-centered best practices on employee benefits and policies that will include a retirement plan and collective days off.

REMOTE/ HYBRID WORK POLICY WAISN employees are currently located across the state of Washington and do not share a centralized office. Staff members are not required to work in person when handling day-to-day role responsibilities but will be expected to gather for events such as staff retreats and other all-staff reunions throughout the year. New staff members will be offered a $2,000 stipend to aid in relocation from out of state to Washington state if selected for their respective positions.

VACCINE POLICY In an effort to maintain a safe and healthy workplace, WAISN requires all current staff members and contractors to be fully vaccinated. WAISN defines “fully vaccinated” as having received either 1 dose of the Johnson&Johnson or 2 doses of the Moderna or Pfizer administered vaccines. WAISN also strongly encourages personnel to receive a booster dose when possible. All new personnel must present proof of COVID-19 vaccination card to the HR & Operations Manager upon request. Exceptions to the vaccine mandate include religious reasoning and health concerns. If you are eligible for an exception, please reach out to the HR & Operations Manager to discuss in further detail.

TO APPLY Please send resume, cover letter, and list of three references to jobs@waisn.org. All documents must be in a single PDF in one email with “Communications Director” in the subject heading. Applications will be accepted on a rolling basis until the position is filled. No phone calls please.
**WAISN is an equal opportunity/affirmative action employer that provides equal employment opportunities to all qualified employees/applicants in all of our employment practices without regard to race, religion, color, sex or gender (including gender identity, pregnancy, childbirth, lactation), sexual orientation, national origin, ancestry, age, marital status, medical condition, physical or mental ability, or any other basis protected by law. We encourage applications from historically and currently disenfranchised people of color, immigrants, women, people with disabilities, members of the Lesbian, Gay, Bisexual, Transgender, and Queer communities and other historically and currently disenfranchised groups.**