



Director of Communications

Job Title: Director of Communications

Salary Range: \$110,000 - \$140,000

Reports to: Vice President of Advancement

Status: Full Time (40 hours/week)

Starting: February 2024

Deadline to Apply: January 19, 2024

Location: Washington DC Area

About Generation Hope:

Generation Hope is a nonprofit organization with a mission to ensure all student parents have the opportunities to succeed and experience economic mobility by engaging education and policy partners to drive systemic change and providing direct support to teen parents in college as well as their children through holistic, two-generation programming. To date, we have provided over \$1 million in tuition assistance, supported almost 450 teen parents in college, celebrated more than 170 degrees earned through our program, and built relationships with 30+ two and four-year institutions nationwide. For more information, please visit www.generationhope.org.

By joining our team, you will work for an organization named "one of the best nonprofits" by Spur Local. Not only do we live out and operationalize our values, we do the work to create a culture that truly supports every member of our staff. The best part of our organization is the people, from the families we serve to the team we have deliberately cultivated. We strive for excellence while understanding the most valuable asset that we have is our people. We celebrate diversity in all forms, including thought, professional and lived experiences, race, gender - even taste in music. If this sounds like a mission and work environment you would like to contribute to and grow with, please consider joining our team.

Position:

Generation Hope is seeking a Director of Communications to develop and lead our overarching communications strategy to enhance Generation Hope's visibility nationally, regionally, and locally by effectively conveying our mission, programs, and impact to various stakeholders,

including student parents, donors, partner organizations, policymakers, and the broader field of higher education. The Director will also drive efforts to enhance Generation Hope's thought leadership profile through traditional earned media efforts and content development via our own channels. Working closely with the Communications Manager, Digital Marketing Specialist, Communications Coordinator, and our public relations firm, the Director will broaden awareness of Generation Hope's impact, expertise, and family-centered approach; elevate the voice of Generation Hope and its senior leaders as subject matter experts; and ensure the voices of families are uplifted, honored, and heard. The ideal candidate is an exceptional communicator with a proven track record in large scale, national scope, mission-driven, and social impact environments. This role requires a strategic thinker, an excellent communicator, and a team player who can collaborate across departments to achieve organizational goals.

RESPONSIBILITIES

Strategy & Evaluation

- Develop and implement an annual, multi-faceted communications strategy that builds and maintains a positive organizational brand and supports Generation Hope's strategic goals and priorities
- Ensure consistent and compelling branding across all communication materials, including websites, video, organic and paid social media, print materials, collateral, slide decks, and press releases. Protect and enhance the organization's reputation through effective brand management.
- Create and deploy a guide for the organization that details consistent language and terms and work with the Race Equity Working Group to ensure that our language is inclusive and reflects our race equity commitment
- Monitor and analyze audience engagement both digitally and through conversion rates, using data to make informed decisions and to strengthen, improve, and evaluate communications strategies
- Lead the assessment of current internal and external communications and media practices, systems, and processes and the design and execution of new practices, systems, and processes. Develop and track communications performance metrics on a quarterly basis.
- Develop and manage an organizational crisis communications plan to ensure best practices in brand protection and management.
- Create and manage systems for ensuring consistent and on-brand communications across all direct-service sites
- Evaluate the organization's current website assets and needs and lead a website redevelopment project to guide the organization's future online presence

Storytelling

- Ensure the Communications team is creating engaging and impactful content for various platforms and collaborate with other departments to gather content and success stories
- Work with PR firm to deploy consistent, timely, and strategic press and media relations efforts that are aligned with the annual communications plan and build long-term relationships with key press (emphasizing economic mobility, higher ed, family, student parents, early childhood, race equity, advocacy)
- In partnership with our public relations firm, develop press kits, timelines, and fact sheets for internal and external stakeholders
- Ensure the organization's website is up to date with fresh content, reflecting the latest initiatives and developments. Optimize website content for search engine visibility and user experience.
- Collaborate with the Development team to create compelling campaigns and donor communication materials, including the annual report, to convey the impact of donations and appreciate supporters
- Partner with the Programming team to amplify student parent voices and share strengths-based stories about their persistence and success through digital and print media and support recruitment efforts
- Support the Learning & Innovation team by developing and refining technical assistance and FamilyU materials for marketing and programmatic use
- Work with the Policy & Research team to respond quickly to legislative shifts that could impact student parents and families by assisting with drafting official statements, talking points, briefs, op-eds, etc., and by pursuing relevant media opportunities
- Collaborate with the Operations team to position Generation Hope as a nationally-celebrated workplace
- Play a key role in rolling out Generation Hope research and reports and lead efforts to disseminate findings, including through website downloads
- With the Communications Manager and Communications Coordinator, review talking points, remarks, presentations, and other supporting material for Generation Hope CEO and staff, as needed
- Oversee processes to effectively capture programming and impact by engaging photographers, videographers, and other vendors, as necessary
- Provide hands-on crisis communications support and counsel across Generation Hope, as needed

Management

- Oversee the Communications team, directly supervising the Communications Manager and supporting their supervision of the Digital Marketing Specialist, the Communications Coordinator, and other team members as we continue to grow the team. Provide ongoing coaching and development and promote a culture of high performance, accountability, continuous improvement, and collaboration.

- Oversee the creation of timelines for all communications projects and establish accountability systems for the completion of major tasks
- Work closely with our Development team to ensure strong partnership with funders and supporters. Act as an effective steward of program-restricted resources by managing and monitoring the Communications budget.
- Serve as a member of Generation Hope's Leadership Team.
- Other duties as assigned

REQUIRED SKILLS AND KNOWLEDGE:

- Personal qualities of integrity, credibility, and a commitment to Generation Hope's mission
- Bachelor's degree required, preferably in the field of communications, public relations, marketing, or other related areas; Master's Degree preferred.
- Minimum 5 years relevant work experience in a mission-driven, social impact, non-profit, philanthropy, and/or communications field
- At least 2 years of management experience required
- Proven experience with communications planning and execution on a local, regional, and national scale including messaging strategy; public affairs/public relations; brand consistency and development; reputation stewardship; content development; writing and editing; project management; presentation development; thought leadership; and budget management
- A proficient understanding of the new and evolving media landscape
- Effective and adept at translating messages for different key audiences including media, local city government leaders, policymakers, and other thought leaders
- History of supporting and informing the design and development of content, executive and high-level communications, events, and convenings
- Experience with digital advertising and paid social media strategy is preferred
- Strong interpersonal skills to work collaboratively within Generation Hope as well as with external stakeholders
- Excellent written and verbal communication skills, ability to create high-quality deliverables for wide-scale use with accuracy, and comfort engaging large and small audiences both in-person and virtually
- Ability to think creatively, initiate and manage projects, and follow through on plans
- Evidence of the ability to consistently make good decisions through a combination of analysis, wisdom, experience, and judgment
- Exceptionally detail-oriented, organized, and deadline-driven
- Creative and collaborative problem-solver; comfortable working through ambiguity to define priorities
- Proficiency in MS Office Suite and Google Suite Workspace required
- Proficiency in design software (Canva, InDesign, etc.) is preferred
- Proficiency with digital communications tools and web design systems (Squarespace, MailChimp, etc.) is preferred

- Personal and professional commitment to understanding and dismantling systemic and institutional racism

TRAVEL

- This position requires travel, approximately 20% of the time, in and out of the DC Metro area. Must be able to travel via plane, train, or car.

CANDIDATES MUST RESIDE IN WASHINGTON, D.C., VIRGINIA, OR MARYLAND BEFORE THE EMPLOYMENT START DATE. Generation Hope has a hybrid remote and in-office work model.

Generation Hope provides full benefits, including 403(b), health, dental, and paid time off. More information on benefits can be found at generationhope.org/careers. As a safeguard to the health of our employees, participants, and community, all new hires must be fully vaccinated against COVID-19 by the employment start date. Our full vaccination policy is available [here](#).

To apply, please complete the [online application](#). If this link does not work, you can access the application at this URL: https://Generation_Hope.formstack.com/forms/apply_now. No calls, please.

Generation Hope is an equal opportunity employer. Generation Hope will not discriminate on any basis prohibited by law, including marital status, personal appearance, sexual orientation, gender identity or expression, family responsibility, matriculation, political affiliation, race, color, religion, sex (including pregnancy, childbirth, related medical conditions, breastfeeding, or reproductive health decisions), age, national origin, genetic information, veteran status, and disability.