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## COMMUNICATIONS MANAGER

### Cambridge, MA

#### **POSITION SUMMARY:**

Just A Start's Resource Development Team is seeking a full-time Communications Manager responsible for Just A Start's marketing and communications initiatives and activities to help increase awareness and visibility of the organization. Ensures the alignment of the organization's mission, vision, and values with Just A Start's messages and messengers.

The Communications Manager is responsible for producing digital and print marketing materials for the Resource Development department, Just A Start's programs, and the organization. The Communications Manager also develops media strategy and guides the organization's editorial calendar, brand voice, and marketing and communications strategies in relation to Just A Start's varied audiences.

#### **Organization Communications and Strategy:**

- Develop and implement long-term and project-based communications strategies. Create and manage organization's editorial calendar.
  - Develop and produce content to engage and educate audiences across various channels, including newsletters, blogs, graphics, website, and social media.
- Update and maintain the organization's brand guide and standards.
- Manage the organization's photo library and other digital assets.
- Ensure consistency around Just A Start's mission, vision and logo
- Effectively communicate across internal departments and with external vendors and partners
- Identify and pitch media outlets receptive to organization's message.
  - Collaborate with Executive Team to develop strategic communications and thought leadership including press releases, op-eds, articles, etc.

#### **Fundraising Communications:**

- Lead fundraising communications initiatives with the RD team (email campaigns, direct mail appeals, invitations, etc.)
- Draft, design and produce copy for fundraising communications initiatives.

#### **Organization and Program Collateral:**

- Conduct interviews with Just A Start's residents, participants, and partners to expand Just A Start's "story bank" and storytelling capacity
- Lead development, content, and design of print and electronic marketing materials for the organization and programs including the annual report, newsletters, brochures, and website copy.
  - Develop individual program collateral (brochures, newsletters, recruitment materials, etc.) with program staff; write and produce program collateral.
  - Write and produce organization collateral (newsletters, brochures, etc.)
  - Lead and execute project management for Annual Report

- Produce and manage web content and maintenance of the website.

#### **REQUIREMENTS & KEYS TO SUCCESS:**

- Excellent written and verbal communications skills.
- Computer Skills: proficient with Microsoft Office, including Power Point, Excel, and Word. Preference for skills in Salesforce, Dropbox, WordPress, Constant Contact/Mailchimp, Canva and Adobe Suite/design software.
- Experience with social media channels.
- Your communication is inclusive, clear, and kind across lines of identity and power.
- You can effectively communicate across levels within an organization (i.e., with Executive Leadership, members of the Board and across different departments).
- You develop and maintain strong, collaborative working relationships and partnerships with a wide variety of stakeholders.
- You are not afraid to ask for help or ask for clarity and/or direction when you aren't sure what to do next.
- Bachelor's degree and a minimum of two years related experience or equivalent.
- Demonstrates and supports a culture of diversity, equity, and inclusion.
- You have experience working with and a commitment to the needs of an immigrant population, people of color, and individuals with low to moderate income. You recognize systemic barriers related to race, class, gender, income, age, immigration status, and other identities. You understand how cultural values can shape experiences in our programs and in our communities.

#### **SALARY AND BENEFITS**

The starting salary range is \$62,000-\$68,000. In addition to a competitive salary, Just A Start offers a 35-hour work week, a comprehensive benefits package, including medical insurance, dental insurance, short term disability insurance, long term disability insurance, life insurance, transportation benefits, 20 PTO days in the first year, 13 paid holidays, volunteer time off, employee assistance program and a 401k savings plan with a 3% employer contribution.

#### **WORK REQUIREMENTS:**

This is a 35-hour per week hybrid remote/in-the-office position.

All employees and long-term consultants are required to be fully vaccinated and follow the organization's established protocols regarding COVID.

#### **JOB DETAILS:**

- Ideal Start Date: As soon as possible.
- Location: Hybrid remote/in-the-office. Weekly in-person team meetings.
- Work Hours: Typically, Monday-Thursday 9am-5pm; Friday 9am – 2pm with an average of 2-3 days in the office. Schedule will be determined with your manager. Occasional evening hours may be needed for special events.

#### **PHYSICAL DEMANDS:**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Must possess mobility to work in a standard office setting and to use standard office equipment, including a computer; vision to read printed materials and a computer screen; and hearing and speech to communicate in person and over the telephone. The employee must occasionally lift and/or move up to 10 pounds. Specific vision abilities required by this job include close vision, depth perception and ability to adjust focus.

#### **WORK ENVIRONMENT:**

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Normal office conditions and classrooms. The noise level in the work environment is moderate and can occasionally be loud.

#### **ABOUT JUST A START**

Just A Start believes that access to stable housing and sustainable careers are the essential building blocks of equitable communities. For more than 50 years, we have focused on meeting the fundamental needs of individuals and families who have been systematically denied opportunities to realize their full potential. Our programs include affordable housing, education and job training and comprehensive support services, spanning Cambridge and beyond.

Just A Start is an Equal Opportunity Employer. Our staff represents a wide range of ages, races, interests, and backgrounds coming together in pursuit of common goals. Together, we strive to provide an environment that values diversity and promotes an inclusive culture. Applications from women and minority candidates are strongly encouraged. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, national origin, disability status, protected veteran status, gender identity, sexual orientation, pregnancy and pregnancy-related conditions or any other characteristic protected by law.

#### **APPLICATION REQUIREMENTS:**

Qualified and interested candidates must provide a resume and cover letter explaining why you'd be a good fit for the Communications Manager at Just A Start.

[Apply Here](#)