

## Communications Manager

### About Us

Girls Inc. of Alameda County's mission is to inspire all girls to be strong, smart, and bold. Since our founding in 1958, we have programs that support the unique needs of girls aged 5-18, and, starting in the 1990's, to design and deliver programs using an equity lens, serving those from some of County's least resourced communities, primarily in and around Oakland. Through a K-12 Program Continuum, we empower girls by equipping them to navigate gender, economic, and racial barriers and grow into healthy, educated, and independent adults. All programs are developmentally appropriate, supporting girls' changing needs as they grow. From literacy interventions in elementary school and exciting hands-on STEM and STEAM projects in middle school to building leadership skills and college readiness in high school, Girls Inc. girls receive the support and the opportunities they need to thrive. Girls Inc. of Alameda County's operating budget is \$7M with 100 staff in our downtown Oakland Simpson Center for Girls and in more than 15 schools and satellite centers across Alameda County.

### About the Role

The Communications Manager weaves the stories that transmit the impact of our mission to inspire all girls to be strong, smart, and bold, and they play a key role in shaping the public voice and image of Girls Inc. of Alameda County.

The successful candidate will have a personal commitment to our mission, as well as our focus on using an equity lens. A skilled writer and project manager, they will create compelling marketing/communication assets and manage projects to communicate our impact with our stakeholders including: funders, alumnae, partners, volunteers, and the public. This is a full-time position.

### Job Summary

- Work in close partnership with agency leaders to develop and implement an integrated strategic communications plan/calendar to advance Girls Inc. of Alameda County's brand identity, increase visibility, and support consistent communication across channels.
- Increase data-driven marketing and communications through market research, tracking, measuring network engagement and growth.
- Edit external-facing communications as needed to ensure cohesive messaging and mission-driven communication.



- Develop high quality content within designated timelines across various media (not limited to website, newsletters for general & alumnae, social media platforms, print collateral, press releases, and event scripts/speeches), prioritizing girls' power, voice and experience.

## Print Collateral

- Create fundraising materials including: impact reports, newsletters, announcements, and programmatic agency handouts.
- Provide oversight for any outsourced printed materials including selecting effective vendors, quality control, and managing timelines as necessary.

## Social Media

- Use Social Media to promote Girls Inc. of Alameda County in a way that is appropriate to each platform. Create engaging, cohesive messaging about events, current national and local news highlighting women and girls, Girls Inc. program metrics and announcements, and agency innovations and wins.
- Collaborate with internal stakeholders to access agency information including but not limited to, photographs, videos, school and community-based initiatives, field trips, showcases, and sporting events.

## Events

- Join the events planning team and provide your expertise for all of Girls Inc. of Alameda County high quality events.
- From the beginning of the event cycle collaborate on event creation including overall event messaging, the look and feel of event collateral, the cadence of event communications, web and social media presence and post event communications.

## About You

- Minimum of three years Communications experience, including marketing, public relations, public affairs or journalism, with a Bachelor's degree in a related field required.
- Excellent writing, editing, and proofreading skills.
- Ability to organize and present logical, persuasive cases or narratives for a variety of audiences across print and digital communications media/formats.
- Proven strength in developing and implementing communication / marketing plan.
- Excellent project management skills, successfully managing competing priorities and deadlines. Some experience working with vendors.
- Strong interpersonal skills, with the ability to work independently and collaboratively.



- Knowledge and interest in commitment to girl-centered programs, social justice, anti-racism practices, equity & inclusion, and trauma informed programming.
- Experience with: graphic design (Canva etc.), WordPress, Mailchimp, website management, and Microsoft Office preferred. Raiser's Edge a plus.
- A valid California Driver's License, good driving record, access to a reliable vehicle and proof of automobile liability insurance with minimum policy requirements as established by Girls Inc. of Alameda County.

## What We Offer

- Compensation: Range of \$70,000 - \$80,000 per annum.
- Medical benefits (Employer pays standard medical plan)
- Voluntary Dental
- Voluntary Vision
- Retirement benefit 403b
- Flex spending accounts
- Life Insurance benefits
- Long term disability benefits
- 13 Paid Holidays
- Vacation time off
- Sick time off
- Employee Assistance Program
- Professional development/training



## Equal Opportunity Employment State

Girls Inc. of Alameda County is committed to upholding an inclusive work community that reflects the rich diversity of our girls, their families and caregivers, the community members we serve, and our geographic region. We prioritize using an equity lens to: provide culturally responsive programming and resources to those with the least access, and value culture and difference in the office, our programs, and in the community. Through discussion, awareness, and practice, we commit to continuous improvement with the goal of every person in our community knowing the value of this commitment, embodying it, and bringing it to life.

Girls Inc. of Alameda County is committed to providing equal employment opportunities to all qualified applicants for employment and does not discriminate on the basis of race, religion, color, national origin, ancestry, physical or mental disability, medical condition, genetic information, marital status, sex, gender or gender identity, gender expression, age, sexual orientation, military or veteran status, or any other factor not related to ability to successfully fulfill the requirements of the position.

To APPLY Please send resume and cover letter to: talent @ girlsinc-alameda.org. For more information about Girls Inc. of Alameda County, please view our website at [www.girlsinc-alameda.org](http://www.girlsinc-alameda.org)

\$150 COVID-19 Vaccination bonus is offered to successful candidates who can provide proof of full vaccination upon hire and or during onboarding.

