



**GENERATION CITIZEN
MANAGER, COMMUNICATIONS
LOCATION: FLEXIBLE, BOSTON OR NYC PREFERRED**

ABOUT GENERATION CITIZEN:

Generation Citizen is transforming how civics education is taught by bringing the subject to life. We champion real-world democracy education that equips all young people with the skills and knowledge needed to effect change. To ensure that our democracy represents the voices of all people, we prioritize working with students from communities that have been historically excluded from the political process. In the classroom, our Action Civics program inspires robust civic participation by inviting students to engage directly with the local issues and institutions impacting their communities. We provide thought leadership, conduct research, and build coalitions to advocate for state and district level policies that ensure schools prioritize Action Civics. Nationwide, Generation Citizen is activating a movement of young people prepared to lead in our democracy.

Generation Citizen is nearing our 10th year of operations, equipping more than 60,000 students to lead change within their communities through Action Civics education since our founding. This academic year, we are on track to reach more than 25,000 students.

ABOUT THE ROLE:

The Manager of Communications will join a growing team and be a critical contributor to both the national development team and regional teams across the country during a time of strategic opportunity for the civics education movement. This leader will collaborate closely with staff across the organization in order to vividly represent GC's programming, evaluation, and policy and advocacy work. They will be a key contributor to our Development and Policy & Advocacy teams, reporting directly to the Senior Director of Development Strategy. The primary responsibilities of the Manager of Communications will be to develop and oversee GC's overall communications strategy, manage GC's content calendars and media channels, drive public engagement and media relations for the organization, and support organizational leaders and Board members to powerfully communicate GC's mission and vision.

Given GC's growing leadership in the civic education field, the Manager of Communications will play a pivotal role in representing and amplifying our impact. They will bring a thoughtful, critical lens to this work, ensuring that our external affairs center the diverse voices of our young people and elevate the local nature of our work across sites.

RESPONSIBILITIES:

- Managing External Partnerships

- Lead on strategy and content for GC's media presence, ensuring written and visual content work together to inspire our external community and authentically represent the communities we serve.
- Draft, design and coordinate timely and accurate reviews of press releases, media pitches, and other media and donor materials.
- Identify and help secure speaking engagement opportunities for key staff at relevant events or public platforms and follow-up on engagement opportunities.
- Plan and take a leadership role in event strategy and operations (e.g., timelines, guest lists, vendors, space, permits, follow-up), particularly events celebrating GC's upcoming 10 Year Anniversary.
- Leading Communications Strategy
 - Manage key aspects of communications campaigns and rollouts - print and digital; evaluate and report results, offering recommendations for improvements.
 - Support the development of GC's earned media strategy.
 - Leverage existing programmatic events and plan additional events to build brand and resources.
 - Collaborate with the National Development Team and CEO on the organization's development strategy and systems building, with special contribution to projects that execute GC's brand strategy and equip us to authentically represent the work across our sites.
- Building Internal Communications Frameworks
 - Collaborate with internal teams and external partners to maintain a pipeline of communications content for publications such as annual reports, newsletters, donor impact report and other development materials, in alignment with GC's student-centered media policies.
 - Develop and manage a detailed calendar of local and national communications activities for the organization and track KPI's for growing GC's reach and engagement.
 - Manage GC's website to ensure content is engaging and up-to-date.
 - Manage media and engagement-related contracts and subscriptions; liaise with vendors
 - Create resources and learning experiences that develop the storytelling expertise of our staff across sites, as well as our diverse stakeholders.

THE FOLLOWING IS LIKELY TRUE OF OUR COMMUNICATION MANAGER'S EXPERIENCE:

- 5+ years of communications or comparable work experience showing progressive responsibility and success in the following areas:
 - Writing, developing and editing various types of content across multiple digital channels and reaching external audiences with varied interests and needs.
 - Designing compelling communication campaigns for donors, and coordinating those campaign activities.
 - Leading external communications on topics related to politics, policy, education, youth development, or equity-focused nonprofit work.

- Using data to create and adjust communications strategy.
- Managing digital and social media platforms.
- Graphic and web design.
- Experience working with social media platforms and systems such as Hootsuite, Salesforce and Mailchimp, and a background of learning various new technologies to support work

MINIMUM REQUIREMENTS PREFERRED:

- Language lover that has passion for advocacy and creating buzz.
- Strong lens for diversity, equity, inclusion, and belonging.
- B.A. or B.S. degree, or equivalent experience.
- This position is flexible in location with a preference for New York City or Boston. Providence, San Francisco, Oklahoma City, and Austin are also possible locations.
- Ability to travel to various funder meetings and events in other GC markets if needed.
- Ability to work evenings or weekends on occasion for special events and projects.

PERSONAL CHARACTERISTICS & NECESSARY COMPETENCIES:

- A deep commitment to and passion for Generation Citizen's mission.
- Passion for impactful storytelling that respects the diversity of our communities, with particular attention to the nuances of representation along spectrums of identity and political affiliation.
- Creative, bold, and brave about finding and learning new, compelling ways to reach and communicate with internal and external audiences.
- A strong relationship-builder, empathetic listener, and giver and receiver of direct and supportive feedback in order to connect to, engage and inspire others towards outcomes, as well as for personal growth.
- Highly collaborative spirit, with a strong ability to project manage and get things done (individually and through others) in a fast-paced, dynamic environment; and strong ownership of personal actions and team outcomes.
- Strong time management skills and an ability to stay organized and give attention to details while managing diverse tasks, activities, and projects.
- Strong written and oral communication skills and the ability to maintain professionalism with diverse stakeholders.
- Comfort using technology and platforms such as Google Docs/Sheets and MS Office applications.

OUR COMMITMENT TO DIVERSITY IN HIRING:

Generation Citizen is an equal opportunity employer and places a high value in creating a workforce that reflects the diversity of the communities we serve. Generation Citizen does not discriminate against any employee or applicant for employment because of race, color, ethnicity, religion, gender, sexual orientation, gender identity or expression, national origin, disability, age, marital status, military status, pregnancy, or parenthood. We believe diverse teams are effective teams, and that innovation is only possible when a set of diverse experiences and perspectives are at the table. We were founded by a college student almost 10 years ago, and we're a team of educators, advocates, and youth organizers. What does this mean? We have an inherent

appreciation for the “non-trationals,” untapped potential, and the diamonds in the rough. We have flexibility around formal education, and our minimum requirements are preferred but not mandatory. We are willing to train a passionate, learning-oriented person with a history of getting results, even if that history is different from the exact descriptors of what they’ll be doing within the role.

WHAT WE OFFER:

Generation Citizen offers a competitive salary commensurate with both soft and hard experience, with the potential for annual performance based raises. We offer a comprehensive benefits plan, covering the majority of the employee premium for all medical plan options. Other benefits include dental and vision plans, disability, life insurance, parenting benefits, flexible spending account options, generous vacation time plus a winter break between December 24 and January 2 of each year, commuter benefits, and a 401(k).

At Generation Citizen, we believe each of us has the capacity to make a difference within our communities. Our hope for a better democracy, and brighter future for all, fuels our commitment to seek systems-level responses and solutions to present challenges. We invite collective inquiry, experimentation, failure, and resilience to inspire inventive outcomes, learning, and growth. We strive for an inclusive work environment where employees are encouraged to bring their whole selves to work every day, and work to create a collaborative, fun team of colleagues driven by our [big mission](#) and equipped with our [core values](#).

HOW TO APPLY:

We encourage you to complete [the application](#) as soon as possible. The hiring manager will reach out to qualified candidates to schedule a phone screen. Due to the expected volume of applications, **GC team members will not be available to reply directly to inquiries about the position or the status of your application.**

While the hiring timeline is subject to change, the GC team hopes to have the Manager of Communications role filled by mid-October. **We encourage applicants to submit their applications early.**