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## **GENERATION CITIZEN MANAGER, COMMUNICATIONS**

Location: Remote, with preference to be located in one of GC's regions  
(Austin, Boston, New York City, Oklahoma City, Providence or San Francisco Bay Area)

### **ABOUT THE ROLE:**

The Manager, 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. The primary responsibilities of the Manager, Communications will be to develop and implement an overall communications strategy, oversee 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, Communications will play a pivotal role in representing and amplifying our impact. The person in this role will bring a thoughtful and critical lens, will ensure our external affairs center the diverse voices of our young people, and will elevate the local nature of our work across sites.

### **RESPONSIBILITIES:**

#### ***Develop & Implement External Communications Strategy***

- Develop and manage a content strategy and associated calendar of activities.
- Curate and manage website, and manage website vendors.
- Manage strategy for print and digital communications campaigns and rollouts, and manage the evaluation and report out of those efforts.
- Leverage existing local programmatic events and plan additional relevant programmatic and policy events to elevate GC's story, build brand and resources.
- 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 Implement Media Strategy***

- Manage 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
- Support the development of GC's earned media strategy, including an op-ed and thought leadership strategy.
- Manage media and engagement-related contracts and subscription, and manage associated vendors and contractors.

#### ***Manage GC's Brand through Events and Internal Learning & Development***

- Support the organization's development strategy and systems building, specifically through the lens of developing GC's national brand strategy and how that's implemented across sites.

- Plan and execute national events (in person or remote) through managing timelines, guest lists, vendors, space, permits, etc., and manage overarching strategy and brand-alignment for local events.
- Create resources and learning experiences that develop the storytelling expertise of our staff across sites
- Create and manage internal policies for social media, external affairs, etc.

#### QUALIFICATIONS:

- 3+ years of marketing, communications, and/or external affairs experience showing progressive responsibility and success, preferably within a non-profit environment
- While all GC teammates are currently working remotely, we hope for this person to be based in one of GC's six regions, with an ability to commute to a local office once re-opened
- Ability and willingness to travel to funder meetings and events in GC locations, when needed.

#### 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.
- Ability to problem solve and manage multiple work streams simultaneously in a fast-paced environment
- Process-oriented and capable of implementing and maintaining strong systems
- Strong written and oral communication skills and ability to maintain professionalism with diverse stakeholders
- Commitment to diversity, equity, and inclusion especially as it relates to supporting equitable and inclusive organizational communications
- 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.
- Comfort using technology and platforms such as Google Docs/Sheets and MS Office applications.

#### HOW TO APPLY:

Complete [the application](#) and be sure to attach a resume and cover letter. The Talent Manager will reach out to qualified candidates to schedule a phone screen. **We would appreciate it if you could refrain from reaching out to GC team members directly to inquire about the position or status of your application.**

While the hiring timeline is subject to change, the GC team hopes to have our new Manager, Communications In seat by **March 15**. We encourage applicants to submit their applications early.