



GENERATION CITIZEN
DIRECTOR, COMMUNICATIONS AND MARKETING

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

OVERVIEW:

Generation Citizen (GC) is working to transform civics education so that young people are equipped and inspired to exercise their civic power.

ABOUT THE ROLE:

We are seeking a Director of Communications and Marketing who is highly collaborative, thrives in a hands-on role, and has experience communicating through diverse media with a racial equity lens. This role is a new addition to our community. The successful applicant will create and implement a Communications and Marketing vision that will elevate Generation Citizen's messages and brand to engage diverse stakeholders and reach new audiences. This is an exciting opportunity to play a vital role in representing and amplifying Generation Citizen's (GC) work during a pivotal time for the civics education movement and GC as we work to build a more inclusive, just, and multi-racial democracy. The Director will report to GC's Chief Development Officer and collaborate closely with the CEO and other leaders across the organization.

RESPONSIBILITIES:

External Communications

- Develop and implement a communications and marketing strategy that authentically represents our work across diverse geographic and political environments in alignment with GC's student-centered media policies
- Develop content and lead on the execution of GC's external newsletters, annual report, donor impact reports, and other key communications materials and campaigns in close collaboration with national and regional teams
- Oversee GC's brand and develop GC's national brand strategy
- Use data and analytics to create and implement a digital marketing strategy
- Curate website content and manage website vendors
- Center Diversity, Equity, and Inclusion in all communication strategies
- Manage relationships with communications and marketing vendors and consultants

Media Strategy

- Develop and manage public relations efforts including writing op-eds and press releases; planning story placement and media events
- Manage GC's media presence, ensuring written and visual content work together to inspire our external community and authentically represent the communities we serve
- Identify and secure speaking engagements for staff at events or public platforms

- Develop and maintain relationships with key media outlets, bloggers, and other media influencers

Communications Systems & Internal Learning & Development

- Develop and implement effective systems to manage communications and workflows among team members and between all programs and sites
- Support the organization's strategy and systems building, specifically through the lens of developing GC's national brand strategy and how that's implemented across sites
- Create equity-centered resources and learning experiences that develop the storytelling expertise of our staff
- Create and manage internal policies for social media, branded materials, and external affairs

QUALIFICATIONS:

- Minimum of 5 years experience in a communications-focused role, either with an organization or at an agency, showing progressive responsibility and success
- Proficient in developing and editing compelling materials and campaigns; Canva experience highly preferred
- Continuously strive to create a culture of inclusion through continuous listening, committing to share and learn from our experiences, fostering a nurturing workplace and workforce that accepts our values, and celebrating the diversity of our staff
- Storytelling skills and a demonstrated ability to work with members of diverse communities
- Ability and willingness to travel to meetings and events in GC locations, when needed

PERSONAL CHARACTERISTICS & NECESSARY COMPETENCIES:

- Demonstrated outstanding writing, editing, and proofreading skills, including the ability to prepare materials in various mediums for different audiences, purposes, and communication channels
- 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 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, MS Office applications, Canva, Hootsuite, and other social media platforms

HOW TO APPLY:

Complete [the application](#) and be sure to attach a resume and cover letter. The human resources representative 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 Director, Communications in place by **April 15**. We encourage applicants to submit their applications early.