



## Communications Manager

### About Marin Promise Partnership

Marin Promise Partners believe that every child in Marin can reach his/her full educational potential regardless of race, ethnicity or income. That's why more than 40 schools, nonprofits, businesses, and government agencies have come together as a cross-sector **cradle to career network** to address Marin county's persistent and systemic educational inequities. With the support of back-bone team staff, Partners **promise** that by 2028 they will have closed educational equity gaps at every stage along the cradle to career educational journey. Using the StriveTogether collective impact framework, Partners are **aligning** around a common vision, using data to hold each other **accountable**, taking collective **action**, and **advocating** for **equitable, systemic change**. At Marin Promise Partnership, partners are seeking to create significant and deep impact in each of Marin Promise's 6 Cradle to Career milestone areas:

- Enter kindergarten ready to succeed
- Master critical literacy concepts in 3rd grade
- Master critical math concepts in 8th Grade
- Graduate high school ready to succeed in college or career
- Enroll in a College or Career Program
- Complete a College or Career Program

**The Backbone Team** serves as a catalyst to unify and convene the Partners. We work in the space between systems to connect multiple entities into a seamless network of student and family support. We are process experts trained in results based accountability, continuous improvement, complex systems change, equity, research, business operations, project management, communications, data strategy, human centered design and group process facilitation.

The backbone team supports the partnership's governance bodies (Board & Leadership Team) as well as multiple Action Teams networks focused on eliminating disparities at each Milestone and across Milestones. They report progress towards these milestone goals as well as support teams in identifying what intervention strategies are working to close the equity gaps. They encourage collective learning and continuous improvement. The backbone team is the "connective tissue" that holds the Partnership together and enables the educational equity eco-system to function more effectively and efficiently. Check us out at [marinpromisepartnership.org](http://marinpromisepartnership.org) to learn more!

### Communications manager Overview:

This position is dedicated to advancing the Partnership's goal to close educational equity gaps in Marin County by providing high-touch communications support for the Partnership. The Communications Manager is responsible for implementing communications and marketing efforts to support MPP's programmatic and development priorities, build recognition of the Partnership's mission & vision, and support Partner engagement.

The ideal candidate is a dedicated professional with a strong interest in storytelling - through print and social media - to champion stories of advancing racial equity. They will proactively develop, write, edit, design and disseminate stories and news; post and promote using newsletters, the website and social media; and build and manage contact lists and a library of brand identity assets. Excellent written communication and research skills — with the ability to communicate complex concepts simply and concisely — are a must, as well as strong graphic design and project management skills. This position will be in-person at our offices in San Rafael, with opportunities to work from home 1-2 days per week.

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### Job Responsibilities:

#### *Communicating Partner Progress toward Racial Equity:*

- In partnership with BBT Staff and Partners, proactively identify stories that support MPP's mission
- Develop communications pieces - blogs, social media postings, white papers, videos - that are timely, clear, and compelling, and are accessible across MPP's multiple stakeholder groups, with an emphasis on youth & family partners
- Edit, design layout, and publish content using a standard template that aligns with MPP's Branding guide
- Assist with the publication of Partnership newsletters and other reports and publications as needed.

#### *Social Media & Website:*

- Update webpage content as MPP Initiatives, Staffing, and Partnership changes.
- Manage, organize and acquire new Partner testimonials, quotes, and photos
- Manage, organize and acquire new Partner and team photos and imagery.
- Create and update Partner Profile pages on the website.
- Track and amplify brand appropriate social media posts from Partners and other related educational organizations.

#### *Communications Administration & Organization:*

- Manage and organize communications files (Google Drive, Constant Contact, Canva, Wordpress) so that Backbone team members can easily access and utilize a consistent set of media and messaging assets, aligned with the MPP Brand Guide.
- Create or acquire icons, infographics, and photos as needed for reports, publications, newsletters and blog post featured images.
- Manage data integrity (update records, and ensure ongoing accuracy of data) in all contact management tools.
- Assist with managing/updating the overall Communications Calendar so that all Initiative communications, development/funding reports and other Partnership publications such as the Newsletter are tracked and coordinated.

### Position Competencies:

- *Project Management:* Sets and adheres to strict deadlines and operates well under pressure of quick turnarounds. Exhibits strong planning and organizational skills, and demonstrates an ability to collaborate well with others. Has experience "managing up" when seeking support from organizational leaders to meet project deadlines.
- *Detail Orientation:* Demonstrates accuracy, attention to detail and thoroughness in all workstreams, regularly monitoring own work to ensure quality.
- *Effective Communication:* Demonstrates the ability to communicate efficiently and effectively with partners from diverse backgrounds and produce clear, concise, and accessible communications.
- *Relationship Development:* Interacts positively with and has experience building unity across diverse groups of people. Utilizes compassion, empathy, and humility when motivating team members to engage in difficult work.



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- *Cultural Responsiveness*: Interacts routinely in conversations based on race and equity, professionally and personally, and should show comfort and experience doing so. Must be willing to engage in professional development in this area.

### **Qualifications:**

- Two to four years' relevant experience in communications/marketing; established portfolio of written communications that advances organizational mission.
- Demonstrated passion for Marin Promise Partnership's mission and values exemplified through work experience, leadership opportunities or community involvement.
- Demonstrated ability to translate complex content into accessible, concise and logically organized communications for multiple audiences.
- Experience working or living in Marin County is highly desirable
- Humility, courage, compassion, and a dedication to equity
- Strong experience creating engaging content for digital and social media working with content management and email distribution systems including Squarespace, WordPress and Constant Contact. Ability to produce digital video content is a plus.
- Expertise using Google Suite and other publishing & design tools
- Ability to write in Spanish strongly preferred

### **How to Apply:**

- Please send an updated resume and cover letter (1pg each) to Cameron Hunter, Marin Promise Partnership's Senior Director of Strategy and Operations, at [cameron@marinpromisepartnership.org](mailto:cameron@marinpromisepartnership.org). Applications will be considered on a rolling basis until the position is filled.

### **Marin Promise Partnership Benefits & Other Information:**

We offer a unique, flexible work culture that is incredibly data-driven, results-driven and mission-focused. The Backbone Team cares deeply about closing the opportunity gap in Marin, and you'll have a chance daily to impact the lives of thousands of students on a small, but mighty team. Here are a few important details to know:

- Compensation ranges between \$65-90K / year - commensurate with experience and expertise - in addition to a full benefits package (health, dental, and retirement with 5% employer match)
- We offer a flexible work schedule with opportunities to work remotely on occasion. This position also requires some flexibility in hours with some night / weekend work
- We strive to be a learning organization, so we provide regular professional development opportunities as well as quarterly staff retreats
- This position reports to Marin Promise Partnership's Senior Director of Strategy and Operations

*Marin Promise Partnership is an equal opportunity employer, hiring and promoting staff and providing equity training to individuals without regard to race, creed, ethnicity, gender, sexual orientation, marital status, national origin, age or physical ability. Women, underrepresented minorities, people with disabilities and veterans are strongly encouraged to apply.*