

Marketing & Communications Manager



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LegalVoice.org

Reports to: Director of Development

Position status: Non-exempt; 40 hours/week

Position summary: The Marketing & Communications Manager's role is to promote and communicate the work of Legal Voice to keep the Legal Voice community informed of the impact of their support, engage in meaningful collaboration with community partners, and position Legal Voice as the Northwest's premier women's rights organization. As a progressive feminist organization with an intersectional approach to gender justice, Legal Voice strives to center marginalized community voices across all levels of its advocacy and is working to prioritize racial justice in its program work and among the organization's staff, board, and volunteers.

The Marketing & Communications Manager must be a skilled writer and communicator who is comfortable working both independently and as part of a collaborative and lively team. The Manager oversees all internal and external print and digital communication, and manages message creation/storytelling in support of Legal Voice's mission, vision, and values. The Manager also coordinates online giving campaigns—from concept to execution—in collaboration with the Director of Development and Development Officer.

Key Responsibilities:

Communications

- Develop messaging aligned with Legal Voice's intersectional vision and its goal of prioritizing racial justice.
- Craft effective and compelling email messages highlighting Legal Voice's legal and legislative issues as well as our community outreach and education efforts.
- Manage website and social media platforms, including writing original content, posting on platforms, and troubleshooting problems. Be the voice of Legal Voice and encourage community engagement through current social networks (Facebook, Twitter, and Instagram).
- Collaborate with program staff to develop and maintain meaningful relationships with community organizations, particularly in communities we have not historically engaged with, including communities of color.
- Draft internal communications including talking points, messaging documents, backgrounders, bios, press releases, fact sheets, one sheets, and other materials as needed.
- Create, coordinate, edit, and deploy print communications including print newsletter, annual appeals, promotional materials, event invitations, and event materials.
- Be knowledgeable about, and facilitate the effective use of, new technologies and software that will enhance and facilitate external communications. Educate staff on the appropriate uses of these new technologies.

Women's rights. Nothing less.

- Keep up to date with current online trends, especially in the nonprofit sector, and recommend new outreach solutions.
- Manage and coordinate the Legal Voice blog, Speaking of Women’s Rights, including recruiting contributors, editing submissions, managing deadlines and calendars, posting, and cross-promoting content.

Marketing & Press Relations

- Manage online marketing and fundraising campaigns, including using the Legal Voice website, social networks, and email campaigns to meet campaign goals.
- Position Legal Voice as a go-to news source by developing press messaging—including releases, advisories, op-eds, statements, and bylined articles—that is aligned with Legal Voice’s intersectional vision and its goal of prioritizing racial justice.
- Build and nurture relationships on behalf of Legal Voice with relevant reporters, editors, news directors, bloggers, and media outlets; maintain organization’s media database.
- Field press inquiries and direct to the appropriate spokespeople; conduct background research, and support staff doing media interviews to ensure optimal preparedness and comfort.
- Manage Legal Voice’s visual brand, according to our brand guidelines, with consistency, clarity, and creativity.
- Work collaboratively with Legal Voice’s graphic designer to create compelling, consistent branded materials for print and online.
- Working with the Development team, create a marketing plan and budget; manage the annual marketing budget.
- Work closely with the Director of Development and Development Officer to maximize marketing and communications initiatives targeted to donor cultivation including special campaigns, i.e. online giving days.
- Research and propose innovative ways of reaching new markets.
- Participate in planning, promoting, and messaging around organizational events.

Qualifications:

- Minimum two years of professional experience in communications, marketing, or public relations (or combined equivalent of employment, education, and volunteer experience)
- Experience in electronic communications, preferably for an advocacy nonprofit
- Experience with WYSIWYG website editors (e.g. Wix)
- Ability to juggle multiple responsibilities and meet deadlines
- Ability to stay on top of current research in our issue areas, appropriate language, and messaging best practices
- Basic graphic design and layout knowledge desired
- Ability to communicate complex issues in a clear and concise yet precise manner
- Ability to write and edit in a clear, compelling, and quick manner. Demonstrable capacity to write in a variety of formats, styles, and voices including short form web and social communications, press releases, long-form features, opinion pieces, and speeches
- Be a motivated self-starter
- Ability to organize volunteers and staff to deliver content and meet deadlines

- Commitment to Legal Voice’s mission and vision of intersectional gender justice.
- Experience working on social justice issues affecting women of color, immigrant, or non-English speaking women, and/or transgender people preferred.
- Ability to work flexible hours when necessary, including some evenings and weekends for special events
- A demonstrated ability to build and maintain relationships in marginalized communities, including communities of color

Note on Race Equity: Legal Voice is in the process of developing internal and external structures that support our efforts to responsibly and meaningfully center race equity in our work. The ideal candidate for this position will have a well-developed equity lens that includes an understanding of systemic racism and oppression, and will be self-reflective and willing to grow and learn around these topics. The person in this position will also join the rest of staff in working closely with Legal Voice’s Race Equity Team as the organization develops a broader roadmap to ensure that our policies, practices, and culture promote principles of racial equity.

Salary & Benefits: This full-time position has a salary range of \$55,000-\$65,000, depending on experience. Benefits include health insurance (including dental and vision); three weeks of vacation to start in a culture that supports and encourages people to use their vacation time; ten paid holidays per year; 401K eligibility after six months of employment with a possible employer contribution; paid sick and safe leave; flexible and generous family leave; and professional development opportunities.

Applications will be reviewed on a rolling basis; those submitted by May 20th, 2019 will receive first consideration. To apply, submit a cover letter and resume to info@legalvoice.org.

Non-discrimination: *As an organization committed to prioritizing reproductive justice, economic justice, and racial justice, Legal Voice believes in fostering the leadership of all women and LGBTQ persons, particularly those from underrepresented and marginalized communities. Legal Voice follows an equal opportunity employment policy and employs personnel without regard to race, creed, color, ethnicity, national origin, religion, sex, sexual orientation, gender identity or expression, age, physical or mental ability, veteran status, military obligations, or marital status.*