



Title: Communications Manager
Reports to: Executive Director
Employment type: Full Time
FLSA status: Exempt
Salary Range: \$44,000 - \$48,000

ABOUT CRADLE 2 CAREER

Cradle 2 Career brings together people and groups across the community to:

- Eliminate education disparities
- Eliminate racial inequities
- Advocate collectively for systems-level change

We believe children deserve a high quality educational experience that values their individuality.

Cradle 2 Career's employment is sponsored by United Way of Olmsted County. Both United Way and Cradle 2 Career are committed to advancing equity in their work. **We invite applications from underrepresented and historically marginalized groups. People of all races, ethnicities, sexualities, identities and abilities are encouraged to apply.**

The POSITION: The Communications Manager works with Cradle 2 Career staff to develop consistent internal and external communications for Cradle 2 Career. The Communications Manager will create and implement communication plans ensuring that all communications strategies, tactics, and communications materials are compelling, effective, and representative of Cradle 2 Career's goals.

ESSENTIAL COMPETENCIES & FUNCTIONS

● COMMUNICATIONS STRATEGIST:

- *Role Functions: Create, implement, manage, and evaluate comprehensive communications plan that aligns with overall Cradle 2 Career strategy*
 - Ability to communicate a consistent understanding of Cradle 2 Career to a diverse set of partners from all sectors of the community
 - Identify audiences and tailor messaging in culturally competent and relevant ways
 - Engage and build local and state-wide media relations
 - Ability to break down complex systems-level education issues to effectively communicate the work of Cradle 2 Career
 - Implement and manage a communications calendar to create a regular and consistent voice for Cradle 2 Career
 - Develop a plan that has a variety of media communications (print, online, etc.) and evaluate the effectiveness of strategy and/or tactics

● CHANGE AGENT:

- ⌘ *Role Functions: Communicate and amplify the changes created by the collective work of Cradle 2 Career*
 - Develop and cultivate culturally relevant messaging to community stakeholders
 - Effectively build relationships with the community and keep them informed
 - Ability to tailor messages so they are culturally and industry specific to the audience
 - Create compelling messages that call people to action

- **CONTENT DEVELOPMENT EXPERT:**

- *Role Functions: Collaborate with staff and other contributors of content to ensure brand consistency, readability, and alignment to overall Cradle 2 Career strategy*
 - Develop culturally competent communications for various audiences
 - Use social media channels strategically
 - Develop and maintain Cradle 2 Career's website so it is relevant and useful for the community (platform is WordPress)
 - Create and evaluate message development for specific audiences
 - Project manage with C2C staff to meet crucial deadlines

QUALIFICATIONS:

- Applicable experience with a proven track record of developing and executing highly effective communications strategies required
- Excellent written and oral communications and project management skills required
- Proficiency in applications like Microsoft Office, Adobe suite, and the ability to transfer knowledge between platforms is required. Experience with or ability to learn different internet-based applications is preferred
- Grant writing experience preferred

RELEVANT PREVIOUS EXPERIENCE MAY LOOK LIKE:

- ⊘ Employment as a writer, communications specialist, social media specialist, web designer, educator, film producer/director, playwright, author, journalist, editor
- ⊘ Education in graphic arts, web design, language and composition, journalism, film
- ⊘ Skills in Adobe suite, multi-media communications,
- ⊘ Passion for education, equity, and community change

PHYSICAL REQUIREMENTS:

- ⊘ The Communications Manager communicates through voice and writing. They will spend the majority of their time either at the computer or in meetings. They will frequently create materials using computer software.

BENEFITS:

- ⊘ This is a full-time salaried position with benefits including 403(b) and health care.

TO APPLY: email a cover letter* and resume to United Way of Olmsted County, c/o Zeni Aly (zenia@uwolmsted.org) Applications submitted without a cover letter will not be accepted. Please include in your application a portfolio of your work.

*Cover letter should address the following competencies:

How you:

- Effectively communicate complex, multilayered messages clearly and concisely
- Employ an equity lens by seeking out and valuing diverse perspectives, demonstrating intercultural mindset, and contributing to a culture of belonging within an organization
- Ability to operate effectively, even when things are not certain, when conditions are shifting, or the way forward is not clear