



## Communications Manager

August 2022

The Oakland Literacy Coalition (OLC) is seeking a savvy and experienced Communications Manager to tell the OLC story and advance our impact through strategic communications.

This is a full-time, exempt position (40 hours per week) based in Oakland, CA. Our team is working a hybrid schedule, with the opportunity to balance working from our office and at home.

This is a salaried position with an annual compensation ranging from \$70,000 to \$75,000, depending on experience. The position includes competitive benefits: comprehensive health insurance, Simple IRA retirement plan with company match, vacation/sick leave, and 11 paid holidays.

### In this role you will:

- Help the OLC capture and convey the story of our work and impact, taking our passion for literacy and helping others to get just as excited. Craft content to market our programs, reach and engage new audiences, and support the entire OLC team to effectively communicate the work we do.
- Develop and execute a communications strategy, calendar, and work plan that meets the OLC's marketing and programmatic objectives.
- Create a social media calendar and develop engaging content on a weekly basis across platforms.
- Collaborate with the team to produce clear and effective email newsletters and blog posts.
- Maintain the website and develop/update content as needed.
- Develop key messages and talking points for presentations, meetings, and speeches.
- Develop and organize a story bank with a collection of anecdotes, interviews, video, and photos.
- Work with the Associate Director of Development to compose and design marketing and fundraising materials, such as pitch decks, informational brochures, and annual/impact reports.
- Imagine, strategize and implement innovative ways to raise the public profile of the OLC and broaden awareness of and engagement in our work.
- Apply an equity lens to all aspects of internal and external communication and engagement, including but not limited to: messaging, delivery, and content development.
- Supervise interns and manage independent contractors to support communications efforts.

### Knowledge, skills, and experience you'll bring to the OLC:

- First and foremost, you are a gifted storyteller who uses compelling narrative, anecdotes, and data to convey and advance the OLC's work, reach, and impact.
- 5+ years of experience in communications or marketing, preferably in social impact organizations.

- Exemplary written and oral communication skills; ability to develop content for different audiences and channels with an authentic voice. Strong editing and proofreading skills required.
- High standard of excellence, accuracy and consistency, personal integrity, and accountability.
- A commitment to collaborate, communicate, and engage effectively with people and communities of diverse backgrounds and histories, including communities where English is a second language.
- You are an outstanding and highly organized project manager who can lead simultaneous and collaborative projects from concept to implementation on tight deadlines. Proactive problem solver.
- Experience with web content management systems (Wordpress), email marketing software (MailChimp), social media management, Google Analytics, and social graphic software (Canva).
- Keen eye for effective design and close attention to detail in formatting and branding.
- Solid understanding of paid digital advertising (Facebook/Instagram and Google).
- Graphic design and/or video editing/production experience helpful.
- You are an optimistic self-starter with the drive and enthusiasm to navigate through ambiguity to produce high-quality results. Collaborative spirit and team orientation coupled with the ability to work independently as part of a small, fast-paced, and growing organization.
- You are a creative thinker, bold and confident with your ideas, and welcoming of feedback.
- You are passionate about the OLC's mission and committed to educational equity and justice.

## ABOUT US

Building a future where all Oakland students are afforded their civil right to literacy will take all of us. That's why the OLC fosters a diverse coalition of community organizations and agencies with the mission of working together to ensure that every Oakland child learns and loves to read.

For over a decade the OLC has convened practitioners and providers from across the literacy and education field in Oakland. We continue to build our network as trusted partners, forging collaboration and pushing for educational excellence and equity.

We are in an exciting phase of strategic growth and organizational development to deepen our impact as an innovative, effective, and sustainable literacy hub for Oakland. Our passionate and entrepreneurial team, led by two women Founding Co-Directors, is committed to fostering collaboration and continuous learning internally and across our network to advance our mission.

## TO APPLY

Please send a resume and cover letter to Cassie Perham at [jobs@oaklandliteracycoalition.org](mailto:jobs@oaklandliteracycoalition.org). Please put "Communications Manager" in the subject line.

## ANTI-DISCRIMINATION POLICY + COMMITMENT TO DIVERSITY

The Oakland Literacy Coalition is an equal opportunity and affirmative action employer committed to creating a diverse staff and inclusive environment. *We especially encourage members of underrepresented communities to apply for this role.*

In compliance with applicable laws, the Oakland Literacy Coalition does not discriminate on the basis of age, race, ethnicity, color, national origin or ancestry, cultural background, religion, sex, gender identity or expression, sexual orientation, marital status, physical or mental disability, medical condition, veteran status, primary language, citizenship, or immigration status.