



## **Communications Manager | Exempt**

The Foundation for Tacoma Students is seeking a Communications Manager to support the development and implementation of our communications function. This person will drive day-to-day efforts to increase visibility of our work and awareness of our mission. The Communications Manager will report directly to the Director of Communications and work collaboratively across departments.

### **Compensation**

The starting salary range for this position ranges from \$55,000 - \$70,000. Salary is commensurate with experience. Competitive benefits package includes health, vision, dental, and a voluntary 401(k) program.

### **Responsibilities**

#### Internal & External Communications

- Support the development of messaging framework and assist with campaign messaging.
  - Develop and update marketing materials and documents in support of fundraising, advocacy, events, and initiatives.
  - Ensure brand and strategic messaging are represented consistently across internal, digital, and print communications.
  - Foster interdepartmental relationships to align communication initiatives.
  - Create content to build story bank and increase brand awareness.
  - Manage and update brand and messaging guidelines, tools, and templates
  - Track and catalog org news mentions, articles, and publications
  - Work to identify, suggest, execute, and maintain efficiencies and integrations in communications
  - Provide key support for quarterly org events
  - Initiate and maintain media relations and press coverage about programs, stories, and events
  - Stay up to date on field-related topics, issues and priorities
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## Digital Communications

- Development and execution of digital communications plan to enhance brand visibility and issue awareness; and drive traffic to social media, website, and other critical platforms.
- Define key performance indicators for each communication channel and monitor and report on traffic and trends related to the strategic plan.
- Provide oversight and content development for social media channels, email marketing, website, blogs, and presentations.
- Maintain strategic voice, style, tone, and content to target different segments and fit the format and publishing requirements of each platform.
- Edit, write, produce, and curate content for various mediums, such as social posts, newsletters, websites, and blogs.
- Create general graphic elements for digital platforms.
- Promote new content, key pages, and calls to action across channels.

## Qualifications

- Bachelor's degree in Communications, Journalism, Marketing, English, or a related field.
- Three years minimum related experience.
- Proficient with WordPress, Adobe Suite, Canva, and Google Suites.

## Preferred Competencies

- Ability to communicate complex or technical information to a wide variety of audiences.
  - Ability to manage multiple priorities and tasks independently.
  - Strong familiarity with equity issues and commitment to racial equity values.
  - Enthusiasm to work on a dynamic, adaptive, culturally and racially diverse team.
  - Personal or professional experience working with marginalized communities, particularly communities of color and those impacted by poverty.
  - Skilled storyteller with excellent written and interpersonal communication skills.
  - Strong aesthetic instincts for digital layouts and an exceptional eye for detail.
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- Experience planning, creating, and managing digital and print content with demonstrated knowledge of best practices.
- Creative and strategic thinker with good judgment, a growth mindset, and emotional intelligence.
- Excellent project management, collaboration, and organizational skills

## About Us

The Foundation for Tacoma Students is a 501(c)(3) nonprofit organization established in 2010 to staff and support the Graduate Tacoma community-wide movement - a collective impact initiative to improve student outcomes from cradle to career. The Foundation helps align hundreds of organizations and individuals around a common community goal for 70% of our youth to earn a degree, technical certificate, or gain a good-earning wage employment opportunity within six years of high school graduation.

We support the Graduate Tacoma movement by connecting and convening stakeholders, leveraging data to inform decisions, aligning resources to scale impact, supporting scalable professional development and continuous improvement processes, and centering policy and advocacy to create a more equitable and sustainable system for all.

The Foundation for Tacoma Students is an equal-opportunity employer. We do not discriminate against any employee or applicant for employment because of race, skin color, ethnicity, religion, gender, sexual orientation, national origin, disability, age, marital status, military status, pregnancy, or parenthood. We are committed to maintaining a diverse and multicultural working environment and building an organization that is increasingly representative of the communities we serve.

## How to Apply

Please email a resume and cover letter to [hr@graduatetacoma.org](mailto:hr@graduatetacoma.org) using the subject line "Application for COMMUNICATIONS MANAGER - YOUR NAME." **No phone calls, please.**

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