



## Position Announcement November 2021 | Communications Associate

Location: Remote

Full time, up to 30 hours/week

Salary range: \$60,000 - \$70,000 USD annually

### **About Equity in the Center**

Equity in the Center works to shift mindsets, practices, and systems within the social sector to increase race equity. We believe in a future where nonprofit and philanthropic organizations define, implement, and advance race equity internally while advocating and centering it in their work externally. Our services include convenings, working sessions, coaching, and partner trainings designed to build a Race Equity Culture.

### **We are committed to:**

- **ACCELERATING LEADERS.** We engage, support, and convene nonprofit and philanthropic leaders for bold conversations and capacity building to drive action toward race equity.
- **SUPPORTING ORGANIZATIONS.** We increase awareness about the practices and tools that measurably shift organizations from dominant to equity culture.
- **INSPIRING ACTION.** We influence institutional and cross-sector systems to center race equity as a core goal of social impact.

*By focusing explicitly on race equity, we believe that our efforts will help social sector organizations create a Race Equity Culture, and center race equity work as a core goal of their missions.*

### **About the Role**

As Equity in the Center continues this period of rapid growth, we are now seeking applications for a Communications Associate.

Reporting to the Executive Director and partnering closely with the Operations Manager, the new Communications Associate will be a key leader on the team who partners with senior leadership on the overall communications strategy, develops and executes project timelines, upgrades EiC's engagement on all major social media platforms, advises the team on best practices in social media engagement, and manages EiC's internal communication practices and standards.

The ideal candidate will be a skilled, thoughtful leader with experience in small to medium start-up environments. They will be a masterful communicator with the emotional intelligence to model interpersonal communication internally and externally. This role is ideal for someone who is proactive, highly-motivated, warm, engaging, detail oriented, and nimble (especially given the unpredictable nature of social media). Given that Equity in the Center is a start-up, they should also be flexible, adaptable, generous with others' questions, and able to show grace to themselves and others as the team learns and grows together.

## **RESPONSIBILITIES OF THE COMMUNICATIONS ASSOCIATE**

### Support Development of EiC Communications Strategy

- Support senior leadership in developing a communications strategy that reflects EiC's organizational goals, values and functions
- Design and execute a process that reviews and archives past content; distilling lessons-learned and creating a logic to inform future content
- Support development of plans to draft and publish long form content (white papers and reports) and design plan to develop/distribute short form content (blog posts and newsletters) and social media content
- Research, test and propose new platforms or engagement options for EiC to consider
- Expand upon EiC's current use of graphic and visual/video content to drive engagement

### Design and lead the EiC's Social Media Engagement Strategy

- Draft short and long form content to post on the EiC blog and to share via the newsletter
- Create a social media strategy that is informed by the programming calendar, EiC convenings and is responsive to stakeholders and casual/unique engagements
- Partner with the programming team to create a plan (including projections, milestones and metrics) to expand EiC's imprint on various platforms and to increase engagement that leads to additional participation in trainings and convenings
- Ensure that EiC's current and past research and training content are accessible to a variety of stakeholders and participants
- Lead the web design and website management, ensuring all content is current and is accessible to users

### External Communications Leadership

- Compile and disburse informational emails regarding training opportunities.
- Send out newsletters, blog posts and announcements to EiC networks via Mailchimp

### Project Management

- Partner with the entire team to incorporate communications project goals into the overall EiC workflow
- Set reasonable short and long term goals for project execution, using best practices in time management and interpersonal communication
- Provide colleagues with research, timelines and budget projects relevant to upcoming communications projects

## **Position Requirements:**

While this role focuses on communications, it is still crucial that the new Associate also:

- be committed to continually evolving a race equity analysis grounded in critical race theory
- be committed to anti-racism and social justice as personal and professional values
- possess excellent conflict resolution skills and be comfortable engaging in courageous internal conversations about equity, anti-racism, and racial accountability

## **Key Skills and Qualifications for the Role of Communications Associate**

- At least 3-5 years of experience in public communication, social media management, operations, narrative design, journalism, storytelling, graphic design, blog management, visual arts, public relations, marketing and/or stakeholder engagement
- Exemplary internal communication skills with the ability to model conflict resolution and team building to colleagues
- Excellent project management skills including calendar management (Google preferred) and the ability to lead multiple work plans with different timelines, objectives and deliverables
- Proficiency in Google Workspace, Eventbrite & Zoom and social media platforms including but not limited to: Instagram, Facebook, LinkedIn, and Twitter
- Experience scheduling posts, monitoring and analyzing insights and analytics, with a flexibility and responsiveness to breaking news or events relevant to EiC's mission and stakeholders
- Experience in website management and use of WordPress; visual/graphic design; and video editing.
- Expertise in communications strategies that prioritize accessibility; knowledge of tools and processes to ensure that all materials EiC disseminates are accessible to people of all needs and abilities.

## **Compensation & Benefits**

This role is full time (up to 30 hours per week) and is compensated accordingly.

- Full-time Salary - \$60-70k based on qualifications and experience
- Healthcare
- Participation in employee retirement program
- Flexible, remote work schedule

In addition to the part time salary and health benefits, Equity in the Center also provides all part time employees with technology and remote work support, professional development, unlimited sick leave, and employer-paid holidays.

## **How to Apply**

Please use [this Google Form](#) to submit your application. The form will be open for two weeks () so feel free to draft your answers in Microsoft Word or another application and paste your final drafts in the form.

## **Questions**

This search is being supported by independent recruiters from Monday Morning Consultants. Please reach out to Dr. Erica Nicole Griffin ([ericanicole@mondaymorningconsultants.com](mailto:ericanicole@mondaymorningconsultants.com)) and Dr. Jamie Joanou ([principal@mondaymorningconsultants.com](mailto:principal@mondaymorningconsultants.com)) with questions about the role and the application process.

Equity in the Center is an Equal Opportunity Employer