

Job Announcement

Empowering Leaders Communications Coordinator

Organization Description:

The Contingent is a 501 (c) (3) venture non-profit focused on sparking and holding initiatives to empower leaders and mobilize community for the common good. Since our inception we have centered the perspectives, skills and needs of people of color and low-income Oregonians to challenge the status quo and transform our communities: from the four corners of the block to the four corners of Oregon. We ask hard questions. We take risks. And we link arms with our neighbors, including business partners, faith communities*, and government agencies.

From mentoring to mobilizing volunteers to restructuring systems that work for some at the cost of others, we prioritize uplifting and empowering leaders to transform their communities. For more information about the initiatives of The Contingent, please visit www.thecontingent.org.

The Empowering Leaders Division (ELD) is one of the two programmatic divisions within The Contingent. The ELD team is committed to empowering rising leaders, particularly leaders in communities of color and/or those in low-income, rural spaces. The ELD includes initiatives such as Emerging Leaders, SINE, ActSix, and Ignite. You can learn more about these initiatives through The Contingent's website or each initiative's social media channels.

**If interested candidates would like to learn more about The Contingent's work with faith communities and how this external work is reflected in our internal rhythms, we would value the opportunity to share more! Please contact The Contingent's ED of Organizational Development, Kelly Bartz k.bartz@thecontingent.org for additional information.*

Position Summary:

The Communications Coordinator (CC) will be the primary online voice of the Empowering Leaders division of The Contingent. The CC will invite the community to engage in elevating the various initiatives of the Empowering Leaders (EL) division, including scholarships, Emerging Leaders and Survival Is Not Enough (SINE).

As the primary online voice for these initiatives, the CC will lead the charge as we posture The Third Way of engagement across Oregon. On a daily basis, the CC will develop online content, dialogue with followers online, craft e-newsletters, innovate and lead a year-long communications strategy, and invite community members into deeper engagement.

As a member of the Marketing team, but representing initiatives, the CC will collaborate closely with the Empowering Leaders team to stay current on initiative priorities and tone changes. The CC will need to

demonstrate high initiative and strategy; asking for meetings, stories, and engagement to push the work forward and help audiences understand the collective movement.

Duties & Responsibilities:

EMPOWERING LEADERS COMMUNICATIONS LIAISON

- Identify and document how to work directly with EL staff to understand initiative priorities, collect stories, and offer strategy and guidance on how to engage target audiences.
- Participate in at least one weekly meeting with EL staff (Minimum).
- Represent the EL Division needs and learnings within The Contingent's Marketing Cohort and reflect back to MC opportunities for partnership across The Contingent's initiatives
- Liaise with vendors as needed to accomplish certain marketing objectives around social media (video, designs, etc.)

NEWSLETTERS

- Oversee the execution of an Emerging Leader newsletter 1x/month and a SINE newsletter 1x/month on specified dates, as determined in partnership with the EL team.
- Work directly with EL staff to develop newsletter content and stories.
- Ensure email distribution lists are updated to reflect most recent subscribers.

SOCIAL MEDIA

Strategy

- Lead and document strategy for Emerging Leaders and SINE organic social media that complements the broad marketing plan put forth by the Marketing Cohort and enhances the goals of the field team.
- Innovate online reach strategies that demonstrate creativity, build brand awareness, and an understanding of where social trends are moving.
- Work alongside EL team members as needed to develop and integrate campaign-specific priorities and posts. Document and share what the Marketing Team can offer to the EL team and how much advance notice is needed for quality campaign integration into the initiative's content calendar.
- Work in collaboration with the Marketing Team to evaluate social channels on a monthly basis. Research and propose new tactics or new social channels to increase engagement and achievement of objectives.
- Manage social media posts and brands on Facebook, Instagram and LinkedIn for Emerging Leaders and SINE.
- Engage Emerging Leaders alumni and student ambassadors as well as SINE participants in planned social media campaigns.

Content

- Develop organic content and establish a pipeline for EL staff to supplement stories, running all content through The Contingent's social media filter.
- Connect with current Emerging Leaders interns, Emerging Leaders alumni, Emerging Leaders participating partner companies, SINE participants, and mentors to gather content.
- Maintain a content calendar 4 weeks in advance for each initiative that builds in flexibility for ad hoc stories and announcements.
- Create, write, or curate four organic stories/posts for the Emerging Leaders and SINE social media on a weekly basis.
- Actively learn of and participate at in-person field activities where photos can be gathered.
- Monitor comments online, and engage with followers; delegating this responsibility during times away.
- Provide constructive feedback to field team members about what resonates best with our online audience when they share content.

Reporting

- Provide monthly reports to the EL team on the following: number of new followers, engagement indicators, areas of interest and focus online, and trends to watch, helping to develop the key measures to watch
- Develop and conduct an annual retrospective audit each January of online reach, relevancy, and impact for each online platform for Emerging Leaders and SINE.
- Work alongside the Director of Marketing & Communications to prepare analytics as needed for informing and refining strategy.

Measurables:

- The Communications Coordinator's performance will be measured by:
 - Growth in online engagement year over year, as indicated by the monthly report and quarterly marketing measurable objectives.
 - Successful deployment of newsletters at the frequency requested, with higher than average open rates.
 - Communications strategy in collaboration with EL staff.
 - Communications strategy and guidance of EL Ambassadors.
 - Quality of organic content and increased reach, as a result.
 - Meeting measurable objectives established by the Marketing team plan, which will be evaluated on a quarterly basis.

Knowledge, Skills, and Abilities:

- Experience in successfully working with a diverse group of constituents utilizing multi-cultural intelligence, intentional listening, and appreciation and respect.

- A willingness to be “hands-on” and work in a lean, fast-paced organization with limited administrative support.
- Possess cultural and emotional intelligence and an ability to work with a diverse group of leaders.
- Bachelor’s degree in Marketing, Communications, Multimedia Journalism or related.
- Excellent written and oral communication.
- Ability to write for social media and develop newsletter stories.
- Skilled in use of social media platforms and up to date understanding of social media marketing
- Basic photography and simple graphic design skills.
- Understanding of Microsoft Dynamics Marketing suite is a plus.

Personal Qualifications:

- Commitment to the mission of The Contingent, including Every Child, Know Me Now, Emerging Leaders, and Survival Is Not Enough (SINE).
- Relates well and works effectively with diverse groups of people who represent the range of ethnic, cultural and socio-economic backgrounds throughout Oregon.
- Ability to articulate a position on the importance of the faith community engaging vulnerable children, youth and families.
- Deep commitment to serving vulnerable kids and families and those in government who work with them
- Deep commitment to increasing the diversity of leadership around the state of Oregon.
- Adaptable to changing situations and processes.
- Legally eligible to work in the United States.

Employment Terms, Accountability, and Compensation:

- Full-time position with competitive salary, depending on experience
 - o This is an entry-level position and is compensated accordingly (\$32-38k, depending on experience)
- Comprehensive benefits including premium medical and dental insurance (covered fully for employee), generous paid holiday, vacation, sick, personal, and parental leave, as well as a flexible work environment

Anticipated Start Date:

February 15, 2022

Application Procedure:

Applicants must submit a letter of interest and a resume that includes name, positions, email addresses and phone numbers of three references that may be contacted. Screening of applicant materials will begin immediately, and applications will be accepted until the position is filled.

Application materials should be emailed to hire@thecontingent.org and CC Stacy Moe Kean at s.kean@thecontingent.org.



All employment at The Contingent is “at will” and may be terminated by either the employee or the employer at any time for any reason, with or without cause, with or without prior notice or warning. Equal employment opportunity and having a diverse staff are fundamental principles of The Contingent. Upon hire, the employee agrees to undergo a 90-day probationary period, which provides additional structure, scheduled check in meetings and opportunities to receive and give feedback to and from the employer.