

## Job Announcement

### *Empowering Leaders Division Communications Specialist*

#### 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](http://www.thecontingent.org).

*\*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](mailto:k.bartz@thecontingent.org) for additional information.*

#### Position Summary:

The Communications Specialist (CS) will be the primary online voice of the Empowering Leaders division of The Contingent. The CS will invite the community to engage in elevating the various initiatives of the Empowering Leaders division, including Emerging Leaders and SINE and other Empowering Leaders initiatives. The CS will work with vendors and internal colleagues to manage marketing related projects to ensure marketing projects are executed in a timely way.

As the primary online voice for these initiatives, the CS will lead the charge as we posture The Third Way of engagement across Oregon. On a daily basis, the CS will develop online content, dialogue with followers online, craft e-newsletters, develop marketing collateral with the Empowering Leaders team, 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 CS will collaborate closely with the Empowering Leaders team to stay current on initiative priorities and tone changes and provide support to Empowering Leaders team as they execute their local strategies to recruit students, alumni and

business partners. The CS will need to demonstrate high initiative and strategy; asking for meetings, stories, and engagement to collaborate with EL Division colleagues to meet deadlines.

## Duties & Responsibilities:

### EMPOWERING LEADERS COMMUNICATIONS LIAISON

- Identify and document how to work directly with Empowering Leaders (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 the marketing cohort opportunities for partnership across The Contingent's initiatives.
- Collaborate with the EL team to develop and execute recruitment strategies for student, alumni and business recruitment through digital strategies, marketing materials and a development of an ambassador program among Emerging Leaders and SINE programs.
- Liaise with vendors as needed to accomplish certain marketing objectives around social media (video, designs, etc.)

### NEWSLETTERS

- Oversee the execution of a SINE newsletter 1x/month and other newsletters as requested 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.
- Other communication distribution ideas and formats are highly encouraged.

### SOCIAL MEDIA

#### Strategy

- Lead and document strategy for EL division initiatives 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.
- In collaboration with vendors, and Marketing team members, manage and implement digital 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.
- Maintain a content calendar four 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 EL division social media on a weekly basis.
- Actively learn of and participate at in-person Empowering Leaders activities where photos can be gathered.
- Monitor comments online, and engage with followers, delegating this responsibility during times away.
- Provide constructive feedback to EL division team members about what resonates best with our online audience when they share content.

#### Reporting

- Provide quarterly 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 the EL division.
- Work alongside the Director of Marketing & Communications to prepare analytics as needed for informing and refining strategy.

## COMMUNICATIONS MANAGEMENT

- Work with our vendors to successfully shepherd projects from concept to completion.
- Collaborate with EL Division Project Manager to ensure clear communications on projects and deadlines.
- Coordinate schedules for video/photo shoots, collaborative meetings, and manage marketing requests and meeting notes for the marketing team.
- Be the point person to follow through on revisions and deadlines for various projects that the marketing team executes on behalf of EL division.
- Collaborate with SINE and ELI teams on email recruitment campaigns and content.

### **Measurables:**

- The Communications Specialist'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.
  - Quality of organic content and increased reach, as a result.
  - Meeting measurable objectives, such as recruitment, established by the Marketing team plan, which will be evaluated on a quarterly basis.
  - Successful collaboration and management with vendors and internal colleagues to meet deadlines with a quality work product.

### **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, communication, journalism or related field preferred or Associates degree with two years relevant experience.
- 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.
- Attention to detail and ability to manage multiple priorities.
- Administrative and project management skills. Knowledge of Asana is preferred.
- Understanding of Microsoft Dynamics Marketing suite is a plus.
- Bi-lingual English/Spanish speaker a plus
- Knowledge of paid digital ad campaign set-up and management on LinkedIn, Facebook and Instagram

### Personal Qualifications:

- Commitment to the mission of The Contingent, including Every Child, 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 and SW Washington
- Ability to articulate a position on the importance of Emerging Leaders Internship and SINE
- 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 to mid-level position. Entry level if the candidate has some background in social media marketing as well as project management. Two years or more professional marketing/administration experience preferred. Compensation is \$42 - 46k annually, depending on experience.
- Comprehensive benefits including premium medical, vision, 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:

August 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](mailto:hire@thecontingent.org) and CC Stacy Moe Kean at [s.kean@thecontingent.org](mailto: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.*