



COMMUNICATIONS MANAGER JOB ANNOUNCEMENT

Achieve Brown County (ABC) is excited to announce an opportunity to join our team as a full-time Communications Manager. This position is open due to a staff member departing the organization and their job description being revised to focus on communications work full-time. It is an exciting time to join the ABC team and we invite those interested in exploring this opportunity to review the information below to learn more about our organization, work environment, culture, the salary and benefits for this role and to review the job description.

WHO WE ARE? Since its founding in 2014, ABC has operated under a simple premise: Those who care about our community's young people — from parents and educators to civic, non-profit and business leaders — can accomplish more by working together than by working independently. In partnership with nearly 70 other organizations in the national StriveTogether network (our parent organization), ABC works to ensure that every child succeeds from cradle to career, regardless of race, income or zip code. As a backbone organization for community-led collective impact, ABC convenes, facilitates and supports the efforts of dozens of businesses, non-profits, schools, government agencies and individual community members to create a truly equitable Brown County in which ALL young people have what they need to succeed in school, work and life.

OUR MISSION: To advance positive, cradle-to-career outcomes for ALL young people.

OUR VISION: A truly equitable Brown County in which ALL young people have exactly what they need to succeed in school, work and life.

OUR WORK ENVIRONMENT: The work environment at ABC is flexible. We have shared office space in the Greater Green Bay Office for Collective Impact which is located in the Broadway District of downtown Green Bay at 340 N Broadway, Ste 400, Green Bay, WI 54303. We share office space with three other collective impact organizations including Connections for Mental Wellness, Point Poverty Initiative and Wello. Employees have the flexibility to work onsite in our office, at a home office or out in the community as their schedule allows. Masking is currently in place in our office space.

OUR CULTURE: We have a wonderful team of employees at ABC that include two contractors, six AmeriCorps VISTA's and four full-time staff members on ABC payroll. We partake in teambuilding and volunteering throughout our work year. Our company values include:

- **Community:** We focus on what connects us rather than what separates us and communicate to each other with transparency and integrity.
- **Courage:** We fail forward even if no one is watching, have the tough conversations no one likes having and take risks in pursuit of results.
- **Equity:** We seek and value all types of diversity, put equity into action daily and strive to dismantle inequities, including those present in ourselves, our organization and our communities.
- **Progress:** We share learning and progress in real time, view professional development as personal growth and fix problems through continuous improvement.
- **Results:** We use data and evidence to make decisions and hold each other accountable for getting results.

SALARY AND BENEFITS FOR THIS ROLE: ABC is offering a starting salary of \$45,000-\$55,000 per year for this role. Benefits offered with this position include medical and dental insurance where ABC pays 80% of the premium as well as life and short-term disability insurance where ABC pays 100% of the premium. For retirement, ABC contributes 3% of an employee's salary into a SEP IRA on an annual basis. Vacation starts at 3 weeks and there are also 2 personal days, 3 floating holidays, 6 company-wide holidays and an end of year office closure from Christmas Day-New Year's Day. Sick time is unlimited through the start of short-term disability and if an employee uses less than 3 sick days per year, they earn 3 extra vacation days for the following year.

JOB DESCRIPTION:

Overview: The Communications Manager is a member of the ABC leadership team who is responsible for effective communication within ABC and the community. This role will be responsible for identifying and executing culturally relevant, creative and effective communications strategies. This will include building awareness, information sharing and grounding the context of the community through all communication mediums, even those that seem unconventional and out-of-the-box; whatever it takes to ensure economic and social opportunity and mobility for ALL community members. This individual will work closely with all team members at ABC and has one AmeriCorps VISTA as a direct report.

Essential Duties and Responsibilities:

Communications Strategy & Leadership (20%)

- Develop and implement a comprehensive communications, marketing and media/public relations strategy and establish and execute annual plans in each of these areas that define the goals, tactics, reach and impact of messaging for optimal audience reach and engagement
- Oversee workflow for our core communications platforms including website, social media and newsletters as well as the development and implementation of any public relations and marketing efforts
- Track and measure key performance indicators related to communications, including key message development and refinement, lead generation and other communications touchpoints (Google Analytics, WordPress Analytics, Constant Contact Analytics, and social media analytics)
- Collaborate with the Executive Director as well as the backbone team (evidence based decision making and collaborative action departments) to gather input into the plans and strategies for communications as well as to highlight the impact of the collective work, including amplifying community voices and showcasing data and strategies deployed through ABC (e.g. infographics, case studies, whitepapers etc.)
- Strategically work to build a broad public understanding of our work and mission

Brand Management Including Graphic Design, Messaging, Style & Copy (40%)

- Prepare and maintain an ABC style and brand guide and offer ongoing training for new and existing staff on ABC messaging, style, presentation and the overall brand
- Drive style and brand consistency across all ABC communications, both internal and external
- Develop and disseminate strategic, on-message talking points for updates, initiatives and events to staff, volunteers, Board of Directors and appropriate external representatives
- Manage use of logos and other brand elements, both internally and with donors, partners and media
- Enhance internal ABC branding and communication in collaboration with all departments, including creating templates, regulating logo use and ensuring consistency in anything produced by ABC
- Edit and proof copy to ensure high editorial standards are met across all content outputs
- Create a variety of copy for ABC, including but not limited to articles, whitepapers, blogs, social media, website, email, video scripting, newsletters, talking points, publications and more
- Graphically design collateral for ABC, including brochures, post cards, flyers, annual reports, impact reports, slide decks, infographics and more

Media & Public Relations (20%)

- Serve as primary liaison between the media and any ABC spokesperson(s) for interviews and provide media training and talking points to staff prior to media interviews
- Identify stories, special events and mission specific issues and pursue proactive media engagement to secure coverage
- Create and distribute media materials for events and press conferences, including press releases and media advisories, to solicit media activity
- Develop thoughtful and strategic relationships with media influencers, reporters, assignment editors, on-air personalities and other media decision makers

Other Duties (20%)

- Participate as a member of the ABC leadership team in regular leadership meetings and in the long-range planning for the overall organization
- Participate in the annual budgeting process and ensure that expenses for the department are in range of what was planned to be spent; assist with occasional funding requests to support the department

- Responsible for hiring, training, supervision and evaluation of a Communications Coordinator VISTA and any interns for the department
- Stays current on industry trends and competitors and seeks out professional development opportunities
- Other duties as assigned

Education & Experience

- Bachelor's degree in a communication related area of study preferred or equivalent 4 years' experience commensurate with education
- 2+ years of experience in a communications role with leadership and personnel management responsibilities

Knowledge, Skills, & Abilities

- Ability to work in alignment with the mission, vision and values of ABC including a commitment to transform civic infrastructures in need of improvement and ensure racial equity
- Self-starter with the ability to take initiative and responsibility to manage multiple priorities and projects and be comfortable with rapidly changing targets and deadlines
- Strong relationship-builder, equipped to navigate a complex organization and prioritize communications needs and projects
- Understanding of diversity, equity, inclusion, belonging and social justice issues
- Understanding of collective impact and systems change work
- Demonstrates self-awareness, cultural competency and inclusivity, and has ability to work with colleagues and stakeholders across diverse cultures and backgrounds
- Excellent written, oral, and interpersonal communication skills as well as writing, editing, and proofreading skills with a diligent eye for detail, language, flow, and grammar
- Proven ability to demonstrate brand voice through messaging, style and copy
- Ability to facilitate collaboration among diverse groups and to translate complex information into a digestible format that internal and external stakeholders can understand
- Self-motivated and able to work independently and as part of a larger dynamic strategy team
- Proficient in WordPress website management, search engine optimization, marketing best practices, social media management, newsletter development (Constant Contact) and graphic design (Canva)
- Proficient in Microsoft Office 365 Suite applications, web-based applications, and database use

Other Job Requirements

- Ability to pass a criminal background, sex offender registry check and pre-employment drug screen
- Valid Wisconsin driver's license, a reliable vehicle and proof of automobile insurance in order to get to and from meetings, events and other work functions
- Flexibility to work between 8:00am-5:00pm Monday through Friday and on some nights and weekends

Working Conditions

- **Work Environment:** the work environment at ABC is flexible. We have shared office space in the Greater Green Bay Office for Collective Impact which is located in the Broadway District of downtown Green Bay at 340 N Broadway, Ste 400, Green Bay, WI 54303. We share office space with three other collective impact organizations including Connections for Mental Wellness, Point Poverty Initiative and Wello. Employees have the flexibility to work onsite in our office, at a home office or out in the community as their schedule allows. Masking is currently in place in our office space.
- **Physical Activities:** while performing the duties of this job, the employee is regularly required to sit, stand, walk, talk, listen, operate a computer, operate a motor vehicle and lift and/or move more than 10 pounds. Specific vision abilities required by this job include close vision, distance vision, depth perception, and ability to adjust focus. At times there may be heavy phone and email volume with extended periods of time working in front of a computer while at other times there may be bending and lifting that would occur outside of the office for setting up or tearing down of events. The physical demands described here are representative of those that must be met by an employee to successfully perform the essential duties of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

We recognize that the unique and diverse backgrounds, talents, skills, and contributions of every individual improve and enhance the quality of the organization. We believe creating an environment where everyone belongs, and thrives, is our collective responsibility. Therefore, we are committed to building a culture that attracts and sustains a diverse mix of professionals who are passionate about the work they do. We work to recruit, develop, and retain

talented staff from a broad and diverse candidate pool. ABC is an equal opportunity employer that does not unlawfully discriminate against any person because of race, color, religion, gender, marital status, age, national origin, physical or mental disability, sexual orientation, veteran/reserve and National Guard status, or any other status or characteristic protected by law.

APPLICATION INSTRUCTIONS: To apply for this position, please send a cover letter and resume expressing your interest in the role to sarah@achievebrowncounty.org or visit the ABC website at www.achievebrowncounty.org/about-us/careers to locate the application link to apply through Indeed.