



Title: Communications Director
Reports to: Executive Director
Department: Administration
Classification: Exempt

Position Description:

The Communications Director will be responsible for the overall planning and implementation of the agency's communications efforts both internally and externally. The Director will elevate the agency's public profile and reputation and help increase the awareness, utilization, and support for the agency's programs and services. The Director will work directly with Board, staff, and external entities, under the direction of the Executive Director.

Primary Duties

- Web-site and social media management
- Publicizing the work of 4Cs through newsletters, email campaigns, earned media, and similar
- Outreach for specific programs, services, events, and initiatives
- Creation of Annual Reports and other communication tools around the impact of 4Cs work
- Developing internal communication protocols
- Stewardship and acknowledgement of donors

Key Responsibilities

- Promote 4Cs programs through creation of digital and print collateral, and manage distribution channels;
- Develop strategy and promote 4Cs brand and awareness through traditional media, social media, website, and digital newsletters;
- Work closely with programs to market events, workshops or program-related news online and in print;
- Provide oversight and training to staff on messaging and communicating 4Cs work and impact;
- Oversee the development of the agency's annual report;
- Create collateral, infographics, and written material that describe and promote the work of 4Cs;
- Play key role in evolution of website design and maintain ownership of website updates;
- Work with staff and Board on fund development efforts and communication with current and prospective donors;
- Analyze and communicate the impact of 4Cs work to community, staff, and Board;



- Proactively keep up with current news and legislation related to early learning, child care, etc. in order to influence all forms of agency communications;
- Communicate effectively, verbally and in writing, with community, clients, and partners (including other agencies, networks, legislators, donors, families, and child care providers);
- Ensure 4Cs communication is translated into Spanish (and other languages as needed).

Relationships

- Maintain professional and appropriate communication with Executive Director, 4Cs staff, Board of Directors, community members, clients, donors, and constituents;
- Foster relationships with key constituents, partners, and community;
- Work with consultants and vendors, as needed, to ensure successful completion of activities;
- Maintain confidentiality related to agency services and internal operations.

The ideal candidate will:

- be motivated by the mission of 4Cs and the opportunity to bring significant positive impact to the community;
- have demonstrated success in the field of communication;
- be a strategic thinker, with the ability to effectively analyze the time and resources needed to accomplish goals and to analyze the cost/benefit of undertaking various activities;
- be community-minded, have a relationship-based focus, and be committed to understanding and supporting the needs of our diverse constituents;
- be able to identify and collect pertinent data, converting that into information that will be utilized to make wise decisions and recommendations;
- have excellent organizational skills, attention to detail, ability to prioritize, and to meet deadlines;
- be able to effectively communicate in individual and group settings with diverse agency personnel, clients, and external stakeholders;
- be bilingual in English and Spanish;
- have the ability to manage multiple activities, responding effectively to simultaneous demands;
- be able to work independently, collaboratively, and as part of a team;
- have some familiarity with early childhood education, child care, family support, and child development fields;



- hold a Bachelor's Degree in communications, marketing, non-profit administration, business, or related field OR a minimum of 2 years of successful development and marketing experience.

Some of the essential physical requirements:

- Typing on a computer and using a mouse 75% of the time
- Working at a desk approximately 75% of the time
- Talking on the phone
- Filing including lifting, pulling, and reaching
- Lifting boxes up to 20 pounds

Compensation: Salary range is \$100,000 - \$125,000, DOE, plus benefits including 100% covered medical plan

To apply: Send cover letter and resume to dfleishman@sanmateo4cs.org