

Our Mission: To Inspire Children, Empower Families and Build Stronger Communities

COMMUNICATIONS AND ADVOCACY MANAGER

POSITION SUMMARY:

Reporting to the Vice President of Development and Communications, the Communications and Advocacy Manager will help create and implement strategic print and digital communications, including social media, to advance Kidango's brand identity and advocacy initiatives. This position will work to creatively and measurably broaden awareness of our programs, advocacy priorities, and funding needs with the end goal of increased engagement throughout both the private and public sectors. This role will also support public policy advocacy through qualitative and quantitative analysis. The Communications and Advocacy Manager will be based in the Oakland office with weekly travel to Kidango Headquarters in Fremont, CA.

POSITION OVERVIEW:

- Employment Type: Full-Time/Exempt
- Salary:
- Location: Warm Springs Administrative Office
- Job Category: Administration
- Reports to: Vice President of Development and Communications
- Supervises: None

PRIMARY RESPONSIBILITIES:

- Content creation for internal and external communications, including but not limited to fundraising appeals, annual reports, digital and print collateral materials, web content, event communications, and others as assigned.
- Research and analysis of existing and emerging program and policy areas on the federal, state and local levels related to low-income families and children.
- Monitoring and analyzing implementation of state and federal laws and legislation and preparing analysis on the impacts of proposed legislation.
- Creating, managing, and recommending Kidango's public communication activities, including press releases, press conferences, media relations, etc.
- Creating, curating, and measuring Kidango's social media strategy, content, and overall online engagement.
- Managing all website content, including content updates and requests.
- Ensuring brand messaging, alignment and integration across all of Kidango's programs, initiatives, and priorities, and assisting in rollout of new brand assets.
- Assisting in event planning and other marketing and public relation efforts as assigned.
- Supporting the VP of Research & Advocacy with planning and execution of diverse research projects.
- Working as a member of the agency team by promoting the mission and philosophy of the agency.
- Creating and maintaining strong relationships across Kidango.
- Providing excellent customer service to all staff, clients, and contacts of agency.
- Advocating on behalf of all children, families, and staff of agency.
- Maintaining confidentiality of children, families and staff.
- Participating in activities that further professional growth of self.
- Key competencies include: judgment, writing, content creation, information management, planning and organizing, problem analysis and problem solving, communication, teamwork, flexibility.
- All other duties assigned

POSITION QUALIFICATIONS/REQUIREMENTS:

- BA degree in marketing, journalism, public relations, political science, or related field required; Masters preferred.
- 5+ years relevant experience creating digital and print content for various stakeholders. Development and/or advocacy content creation a plus.
- 3+ years driving social media strategy and content creation.
- Ability to work effectively and use a positive approach with a diversity of people.
- Ability to provide leadership, accept responsibility, work independently and set own goals in a professional manner.
- Ability to work on a variety of tasks simultaneously and able to work a flexible schedule, including some evenings and weekends.
- Ability to travel weekly to Kidango Headquarters located in Fremont, CA.
- Travel: up to 30%
- Experience with Salesforce database a plus.
- Experience with Wordpress a plus.
- Self-starter passionate about creating and strategically distributing compelling narratives through multiple digital and print media channels.
- Experienced storyteller who craves identifying powerful success stories and cohesively implementing them throughout various communications, both internal and external.
- Aspiring policy wonk with experience in advocacy, preferably in the early education space.
- Collaborative team member comfortable leveraging digital communication tools to maintain open lines of communication with remote team members.
- Excellent time manager who thrives in a fast-paced environment.

COMPANY WIDE JOB REQUIREMENTS:

- Must pass a health screening and TB test
- Must pass background fingerprint clearance
- Valid Driver License
- Must be 18 years or older

ADMINISTRATIVE WIDE DEMANDS:

Job duties will be performed in an office environment and 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.

- This is largely a sedentary role; however the need for some walking and standing will be required
- The ability to lift up to 20lbs may be needed during some job duties
- The employee will be required to use hands for computer work, answering phones calls...etc.

***Reasonable accommodations may be made to enable individuals with disabilities to perform the essential job functions
Equal Opportunity Employer/Drug Free Workplace**

HOW TO APPLY: To apply for this position please complete an application at <https://www.Kidango.org/Carerrs>

You may submit your resume along with an application. Please note that you are not considered an applicant until you have completed an application for employment.