

# all hands raised



Education, Equity and Excellence  
from Cradle to Career

## Job Announcement

<b>Title:</b>	Associate Director, Communications and Marketing
<b>Reports to:</b>	Vice President-Strategic Engagement and Communication
<b>Status:</b>	Full-time; salaried exempt.
<b>Compensation:</b>	Annual Base Salary Range: \$ 58,500 to \$ 63,500. DOE. Excellent benefits package (medical, dental, vision, disability insurance, retirement match) and generous PTO and holiday schedule.
<b>Application Deadline:</b>	Open until filled.

**All Hands Raised (AHR):** Do you want to work in an environment that puts children and racial educational equity front and center? Join the All Hands Raised team who believes that transforming children to reach their academic potential is the job of the entire community. That is why, with a focus on racial equity in education, we relentlessly and systematically connect our community's diverse assets from cradle-to-career in seven work areas. All Hands Raised is working to improve the lives of the 220,463 young people aged 0-24 in Multnomah County; and, in turn, the economic vitality of the region. Be part of a committed and talented team at All Hands Raised, who has been named by Oregon Business magazine as one of the 100 Best Non-Profits to Work for in Oregon. Learn more at [www.allhandsraised.org](http://www.allhandsraised.org).

**Position Summary:** The Associate Director, Communications and Marketing (ADCM) leads and executes a comprehensive marketing and communication plan to elevate the All Hands Raised (AHR) brand and supports efforts to advance the mission of racial educational equity. The ADCM is an experienced graphic designer, a strong communicator in all formats, a collaborative partner, and a self-starter who thrives in a dynamic, fast-paced environment. They are proactive, highly organized, open to and a driver of new ideas, and able to accept critical feedback, manage multiple projects with hard deadlines, and commit to continuous improvement.

### Responsibilities and Duties:

#### *General Marketing & Communications*

- Develop and fully-execute marketing and communications plan to build AHR's brand and visibility across Multnomah County.
- Ensure consistent brand messaging - refine and maintain AHR's desired brand identity throughout all marketing communications channels.
- Create engaging copy and oversee the design and distribution of web content, social media posts, mass emails, surveys, and other electronic content as well as print materials.

- Create, draft, and edit marketing materials supporting program work areas, special events, and fundraising campaigns.
- Develop graphics and copy for programs, fundraising appeals, grant proposals, and events.
- Track contracts and budgets associated with the production of all marketing and communication deliverables.
- Support media contractors and other relevant external partner relationships as needed.
- Experience with leading event production, scriptwriting, and stage management.

#### *Social Media Management*

- Manage all aspects of AHR's social media presence (AHR website, LinkedIn, Facebook, Instagram, Twitter, YouTube).
- Drive strategy to increase engagement on AHR social media accounts.
- Lead content creation for AHR's Social Media, including written content, tweets, posts & videos.

#### *Data & Analytics*

- Monitor and report on online engagement analytics (web, email, social media, earned media).
- Leverage key engagement metrics across platforms to optimize content, messaging, and distributions.

**Professional Readiness:** All Hands Raised understands that there are many ways to determine professional readiness. Our goal is to take a comprehensive look at each job application and assess alignment with the needs of the organization understanding that previous training and experience is a critical factor to consider. The ideal candidate will have the following qualifications, experience and leadership competencies and consideration will be given to candidates who live outside of the Portland metro area.

#### **Knowledge, Skills and Abilities**

- Excellent written and verbal communication skills.
- Strong attention to detail and proofreading skills.
- Excellent planning and project management skills.
- Proven results in implementing marketing and communications strategic plans.
- Advanced experience working in Adobe Creative Suite (InDesign, Photoshop & Illustrator) and Microsoft Office.
- Intermediate to advanced video editing skills (Premiere).
- Proven results in managing social media platforms (including but not limited to Facebook, Twitter, YouTube, and Instagram) and analytics technologies to engage a diverse audience.
- Familiarity with CMS platforms and basic HTML (WordPress and Wix).
- Demonstrates an ability to work with a diverse group of constituents utilizing multi-cultural intelligence, appreciation, and respect.
- Current Oregon driver's license.

#### **Qualifications**

- Bachelor's degree in a related field, such as marketing, journalism, public relations, or communications or demonstrated experience related to the knowledge, skills and abilities to successfully fulfill job duties.

- Minimum 5 years of relevant professional experience in marketing and communications; preferably in a nonprofit organization.
- Experience working with or knowledge of the local education sector, culturally-specific community-based organizations, local government, and/or nonprofit partners preferred.
- Experience working on marketing and communication initiatives for racially and culturally-diverse audiences.

**Personal Attributes:**

- Possesses an intellectual curiosity about systems change.
- Demonstrates a passion for public education and commitment to justice and equity for children, youth, and families of all cultures, neighborhoods, and demographics.
- Organized, punctual, persistent, and diplomatic with a flexible demeanor, a sense of humor under pressure, and an ability to receive feedback.
- A demonstrated understanding of racial equity.

**APPLICATION PACKET: HOW TO APPLY**

Submit the following application materials to Lisa Dungan Roth, Vice President-Strategic Engagement and Communication via email: [marcommjob@allhandsraised.org](mailto:marcommjob@allhandsraised.org) The position will be open until filled.

1. A one-page cover letter describing how your qualifications and professional experience aligns with the job description.
2. A resume (not to exceed two pages in length).

**All Hands Raised is an equal opportunity employer without regard to race, color, citizenship, religion, national origin, age, gender, gender identity, disability, veteran, current or future military status, sexual orientation, marital stature, AIDS, pregnancy, childbirth or related medical conditions. This position offers a competitive compensation package including health benefits and a 403(b) retirement plan contribution. All Hands Raised pays 90% of the monthly health insurance premium. Benefits also include a generous paid time off schedule. Currently, All Hands Raised is using a hybrid schedule for our work. For more information about our organization please see [www.allhandsraised.org](http://www.allhandsraised.org).**