



**Job Announcement:
Communications Manager**
November 2011

The Alliance for Children's Rights, a dynamic non-profit founded in 1992 that provides free legal services to impoverished and abused children and youth in L.A. County, seeks a full-time Communications Manager (CM). The CM's primary responsibility is to communicate The Alliance's messages to a variety of audiences through written materials, marketing pitches, website, online social networking, press placement, photos, and videos. The CM will work independently in a 1-person department but will work very closely with the COO, CEO, the development team, program staff, board members and volunteers, in the course of implementing the communications strategy. The CM will be responsible for all print and electronic materials and messages that go out to the child welfare, client and donor communities. The CM will provide program content for events and fundraisers and handle related public relations efforts. An ideal candidate will thrive in a fast-paced, challenging work environment, be able to multi-task and handle various projects and deadlines simultaneously, and be able to work effectively with a variety of constituencies including volunteers, and be a self-starter with the ability to both manage and execute a high volume work-flow.

PRIMARY RESPONSIBILITIES

- 1 Communicate Alliance messages and mission to engage and educate various audiences across multiple platforms.
- 2 Manage Alliance press and public relations effort in order to achieve substantive, positive coverage of our work and events, while maintaining a strong public voice in critical child welfare issues.
- 3 Write, design and execute on-time and compelling print and digital publications, including newsletters, e-blasts, appeals, flyers, manuals, marketing pieces & brochures.
- 4 Manage an up-to-date, accurate, compelling and visually striking website and companion social networking sites for marketing and outreach; perform basic web maintenance and work with outside vendors.
- 5 Work with event and fundraising team to develop compelling brochures (speeches, themes, client stories) and companion materials (audio/visuals – photos, videos etc.) for successful events.
- 6 Coordinate compelling video pieces for a wide audience for a variety of uses (events, web, presentations, pitches) on a limited, efficient budget and utilizing volunteer professionals.
- 7 Organize and effectively distribute expressive and visually striking photos of clients, donors, events, etc. for marketing and branding efforts.
- 8 Engage with clients, youth council, program staff, and advocacy community to identify stories and key issues related to children served by the Alliance.



QUALIFICATIONS:

- 1 Strong written, verbal and visual communication and interpersonal skills. Experience in interviewing and story-writing a plus.
- 2 Experience with pitching and coordinating press, and managing publicity.
- 3 Advanced skills in writing a wide variety of materials (including bi-annual newsletter, press releases, Op-eds, video scripts, speeches, FAQs, electronic event blasts, website content, etc.)
- 4 Proficient computer and internet skills for marketing efforts; ability to work with various software programs (Microsoft Office Suite, Adobe Creative Suite - CS4). Experience and understanding of website use and proficiency in using a WordPress content management system is necessary.
- 5 Basic knowledge (and ability) of video production and photography. Ability to converse in languages of graphic design, web/internet, video/photography.
- 6 Strong leadership, creativity, compassion and execution skills. Ability to create new ideas, self-direct, and implement projects. Ability to both manage and execute ideas in a one-person department. Ability to delegate and work with interns and volunteers of all levels.
- 7 Excellent analytical, critical thinking, project management, and problem recognition and resolution skills.
- 8 Establish clear priorities quickly and consistently meet deadlines.
- 9 Effectively manage and deliver on multiple priorities, projects and tasks.
- 10 Committed to and enthusiastic about the mission and programs of The Alliance for Children's Rights.

Contact Kathy Brubaker at k.brubaker@kids-alliance.org with resume, cover letter and salary requirements.