



Communications Director

The Alliance for Children's Rights seeks a Communications Director who will lead comprehensive communications activities that support the organization's mission to ensure abused and neglected children have safe, stable homes, healthcare and the education they need to thrive. This is an exciting opportunity to fill a very important position at one of L.A.'s premier nonprofit organizations. The Communications Director develops and executes strategies across varied media channels and communications platforms. This highly experienced individual will act as an ambassador for the organization and as the lead storyteller. This position reports directly to the President & CEO and works in tandem with the Development team.

RESPONSIBILITIES

The following responsibilities are representative of the position, but may not be complete. Other duties may be assigned.

- Creates, develops and manages the Alliance's external communications, including website and social media content, email and print newsletters, marketing materials and press outreach.
- Maintains the integrity of the Alliance brand across all mediums and special projects.
- Establishes the Alliance as an expert in its field and serves as media point person, vetting and coordinating all interactions with reporters and editors.
- Oversees the planning and implementation of programming at large-scale fundraising events, including the Annual Dinner, which raises \$1.3 million annually.
- Liaises with program staff and technology partners to reimagine the Know Before You Go smart phone application and the launch of a YouTube web series under the same umbrella education campaign for transition-age foster youth.
- Serves as a communications liaison to all Alliance departments and leadership.
- Leads a multi-faceted and independent communications campaign for the L.A. Opportunity Youth Collaborative—a collective impact project of which the Alliance is the backbone agency.
- Oversees management, content and creative development of kids-alliance.org, stepupforkin.org, knowb4ugo.org and the future laoyc.org.
- Serves as editor of the Alliance Voice bi-annual newsletter and dozens of other print publications.
- Writes and edits a large amount of content under quick deadlines and also designs professional pieces that include compelling imagery and infographics.
- Directly supervises the Communications Assistant and carries out supervisory responsibilities, including developing goals, establishing priorities and conducting annual performance reviews.
- Manages relationships with dozens of vendors, including printers, website developers, graphic designers, videographers and communications consultants.

REQUIRED EXPERIENCE & ABILITIES

- A minimum of six years of professional experience in nonprofit, corporate or governmental communications. A minimum of three years of experience in a managerial role supervising staff.
- Outstanding writer and editor of human-interest stories, speeches, media materials, publications, social media content, talking points, donor appeals and other types of content.
- Background in developing and implementing strategic communications plans in support of a mission, issue, program or campaign.
- Experience overseeing video production and working with videographers and editors.
- Exceptional oral, interpersonal and presentation skills and the ability to effectively interface with Alliance senior management and staff as well as funders and board members.
- Demonstrated skill and comfort in proactively building relationships with reporters and in successfully positioning subject matter with the media.
- Understanding of the diversity of the population served by the agency.
- Organizational lead on how to leverage technology to enhance communications strategies.
- Excellent judgment and creative problem solving, including conflict resolution skills.

- Ability to work under tight and changing deadlines and manage multiple tasks simultaneously with a strong attention to detail and in a timely manner.
- Experience with Adobe Creative Suite, Wordpress, Constant Contact, Prezi and Hootsuite a plus.

TO APPLY

Competitive salary and benefits. Submit cover letter and resume to j.parrilla@kids-alliance.org.

The Alliance for Children's Rights believes that all persons are entitled to equal employment opportunities and does not discriminate against its employees or applicants because of race, color, religion, sex, pregnancy, national origin, ancestry, age, marital status, sexual orientation, disability or medical condition.

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