



Job Title: Associate Director, Communications
Reports to: CEO
Location: Coachella Valley (Palm Desert, CA)
Supervises: Interim Communications Associate
Salary Range: \$82-\$100K annually (with generous benefits)
Details: Fulltime, in-person only
Date Posted: June 01, 2022

ABOUT LIFT TO RISE

Lift to Rise works to achieve a future where all Coachella Valley families are healthy, stable and thriving. To this end, Lift to Rise catalyzes both institutional and grassroots leaders to effectively collaborate and shift their attention and activities toward mutually reinforced interventions that address the underlying causes of poverty in the region. To learn more, please visit: <http://lifttorise.org>

PRIMARY FUNCTION

The Associate Director, Communications will both develop and lead Lift to Rise's communications, public relations, social media, branding, and external messaging. The position will play a critical role in a fast-growing nonprofit and is best suited for a leader who is a hardworking self-starter, powerful storyteller, goal-oriented strategist, and meticulous writer with a proven record of designing engagement through compelling ideas. This role will leverage, and grow, an online following to expand public awareness of LTR's mission and work. The Associate Director, Communications will lead Lift to Rise's communications priorities by creatively advancing the organization's annual workplan through traditional media, digital content, and public relations strategies.

RESPONSIBILITIES

Content Development and Communications Strategy

- Lead communications strategy and content development for Collaborative Action Networks (CANs), events, and initiatives, including branding and messaging in both printed and digital materials
- Routinely translate complex concepts into clear, engaging, and actionable content to resonate with various audiences (e.g., stories, presentations, and online articles)
- Understand larger storytelling trends and creatively leverage this knowledge to outline new ideas and lead the team to new places
- Drive thought partnership with senior leadership
- Uphold the visual narrative and creative identity of Lift to Rise in all media
- Build strong relationships with the Board and staff of Lift to Rise to identify and partner on storytelling opportunities at events and through campaigns
- Drive engagement strategy through key social media platforms, including Facebook, Instagram, LinkedIn, and Twitter, as well as with WordPress and MailChimp
- Establish and monitor benchmarks to measure growth and engagement of communications priorities, analyzing effectiveness and adjusting as needed

Partnerships

- Develop and lead creative approaches to communicate Lift to Rise's mission and impact with key constituencies including grant makers, donors, and community partners
- Synergize with community-based organizations and partners to ensure continuity of narrative among partner organizations
- Draft thought pieces, remarks and other communication from the president and CEO
- Collaborate with data partners to coordinate public relations and community outreach in the Coachella Valley, including dissemination of important findings and press releases
- Manage outside contractors to develop outstanding assets (images, video, etc.)
- Translate complex ideas into compelling copy and visuals for articles, press releases, speeches, email, website, case studies, and print collateral

Stakeholder Management

- Manage cross-organizational teams and multiple vendors on a project-by-project basis
- Maintain a level head in constantly changing circumstances

QUALIFICATIONS

- 5-8 years of demonstrated experience as an accomplished communications professional with strong writing skills: proactive, organized and seasoned in leading projects and managing shifting priorities from start to finish; able to produce tight, concise copy on short deadlines; and exceptional editing and proofreading skills
- Bachelor's degree required in related field; advanced degree preferred
- Adaptive with excellent interpersonal relationship skills; able to collaborate with other team members and outside contacts with flexibility in fast-paced office environment
- Proficiency with Microsoft Office, social networking tools and content management
- Experience with Adobe Creative Suite applications preferred
- Must maintain professional boundaries and confidentiality at all times
- Bilingual Spanish fluency a plus

REQUIREMENTS

- Experience working in and/or with communities of color
- Able to work full-time, in-person, including weekends and evenings as needed
- Willing and able to travel as needed across the Coachella Valley and other locales: must have transportation resources available, valid state ID, and maintain clean driving record
- A passion and authentic commitment to justice and equity for people of all ethnicities, races, ages, gender identities, sexual orientations, economic circumstances, physical and mental abilities and characteristics, and philosophies
- Genuine commitment to resident and community issues, as well as to maintaining the integrity of the vision, mission, and values of Lift to Rise



APPLICATION PROCESS

To apply for this position, please send your resume and a cover letter that clearly indicates how your experience and qualifications align with this position to <https://lifttorise.bamboohr.com/jobs/view.php?id=29&source=aWQ9MjQ%3D>. We encourage you to be detailed and direct in your cover letter, so we can best understand your interest and potential fit. Incomplete applications will not be considered.