



**The Virginia Civic Engagement Table (VCET) is excited to announce the creation of a Communications Manager position.**

VCET seeks an innovative Communications Manager to lead our work developing traditional and digital content highlighting both VCET and its work across Virginia. The successful candidate will have an organizer's mentality, a passion for creative storytelling & movement-building, and a practitioner of narrative change who is committed to winning the battle of narratives, ideas, and expressions in the public sphere to deepen racial, social, and economic justice work. The Communications Manager will report directly to the Executive Director and be an integral leader on our team, bringing their expertise and creativity to our ongoing work of supporting progressive organizations and the ecosystem in Virginia.

**Who we are:**

VCET is a statewide organization that serves a broad network of partners across the Commonwealth with a concentration in Northern Virginia, greater Richmond, and the Hampton Roads regions. We envision a multi-racial democracy in Virginia where the full diversity of the commonwealth is actively participating, representing, and transforming our democracy. Where white supremacy is being actively dismantled, people of color, working families, and impacted communities are thriving in a just economy and leading healthy lives. We work towards our vision by cultivating a diverse and progressive leadership pipeline in Virginia, driving collaboration among partners through equitable and inclusive relationships, and growing shared capacity and resources for the progressive movement infrastructure in the Commonwealth.

VCET is a nonpartisan, 501c3 organization dedicated to fostering greater civic engagement in Virginia. We are an equal opportunity employer. Qualified individuals are encouraged to apply without regard to race, color, religion, gender, gender identity or expression, pregnancy, sexual orientation, age, national origin, marital status, citizenship, disability, veteran status, or any other protected characteristic as established under law.

**Responsibilities of this position include:**

**Digital (40%)**

- Write copy & design graphics for all materials and web presence to reflect commitment to equity & justice
- Grow and manage the end-to-end of VCET's social media presence (Facebook, Instagram, LinkedIn, and Twitter)
- Manage VCET's three distinct email programs, including drafting, building and distributing emails to our lists
- Regularly update and keep relevant VCET website

**Brand Management (20%)**

- Work closely with VCET's staff to develop communications content and strategies, planning and executing communications programming to highlight VCET's programmatic work
- Lead creation of a brand book & style guide to create a set of common concepts and language sets to use that reflect our values through asset-based language
- Support preparation of external reports, presentations, & documents for alignment with brand voice and style
- Work alongside consultant to support any organization rebrand or brand refresh



### **Partner & Coalition Support (15%)**

- Support the development of toolkits, talking points, memos, and other external communications for stakeholder and partner organizations.
- Attend VCET's coalition meetings, convenings, and quarterly partner meetings along with other VCET staff
- Serve as a communications expert for partner organizations to consult

### **Press (15%)**

- Draft and distribute press releases in collaboration with staff and partner organizations
- Maintain and regularly update statewide media list
- Manage media relations and develop contacts with media members and community leaders
- Identify the correct spokesperson for partners or coalitions

### **Admin and Special Projects (10%)**

- Create and manage annual communications plan, including a budget and recommendations for any external support as needed
- Develop & report on relevant metrics to gauge the efficacy of our digital communications (i.e., social, email, google analytics, press hits, etc.).
- Other duties as assigned

### **Who You Are // Key Proficiencies**

- Highly organized with the ability to prioritize work based on internal and external deadlines without sacrificing quality. Asks for help when needed
- Detail-oriented: Notices and fixes errors that others might overlook; Acknowledges mistakes and turns them into learning opportunities
- Dedicated team player with abilities to work with staff and partner organizations
- A well-developed equity & social justice analysis including understanding of how race and racism are embedded in practices, policies, institutions, systems, and culture
- Energized at the prospect of supporting capacity for proactive narrative change around racial equity and justice in Virginia; You have a desire to serve the movement from this particular position, as someone who is in service to our partners and is deeply motivated to provide partners with a supportive experience
- Alignment with and passion for VCET's vision, mission, and values

### **Minimum Qualifications**

- At least 3-5 years experience in journalism, marketing, public relations, or advocacy communications
- A mastery of communications tools, including digital tools, social media, and CRMs
- Experience in systemic social change work; including but not limited to: public policy, advocacy, electoral organizing, or community organizing
- Strong project management skills, ability to consistently meet deadlines and communicate when things change
- Excellent writing, editing and verbal communications abilities
- Excellent graphic design skills & eye
- Proficiency in Google Suite, Wordpress, Google Analytics, social media scheduling tools (i.e. , Hootsuite)
- Experience working with and interpreting web, social, email, and press analytics
- Reliable access to a phone, internet, and transportation



### **Preferred Qualifications**

- Thorough understanding of the Virginia news media landscape, including print, broadcast, and online
- Experience managing a budget and overseeing external vendors
- An understanding of Virginia, including its history, politics, and unique regional distinctions
- Experience living and working in Virginia communities, especially working with BIPOC and other marginalized communities
- Experience building relationships and working successfully across complex collaborations and lines of power & difference
- A creative and expansive understanding of narrative change with a willingness to include, arts, popular culture, and other means of shifting mindsets
- Experience with tools like, Airtable, Hootsuite, and press distribution tool suites
- Familiarity with basic video editing

Note: Research shows that people from minoritized groups apply to jobs only if they meet every single qualification. No one, not even the strongest candidates, meets every qualification. If the work we do at VCET piques your interest and you think you could be a good fit for our team, we urge you to not exclude yourself prematurely and to submit your resume for consideration. There are no formal education requirements for this position. People of all educational backgrounds are encouraged to apply.

### **Salary and Benefits**

Job Type: Full Time

Starting Annual Salary: \$55,000 - \$65,000

VCET offers a competitive compensation package which includes 100% employer-paid health, dental, and vision premiums for employees, and an 80% coverage of premiums for spouses and dependents. VCET is also pleased to offer an annual \$500 FSA contribution, 3% match on retirement savings (available after 3 months of employment), and generous PTO - with between 19 and 23 days offered per year, depending on tenure.

### **Location**

VCET is a distributed team in Virginia. The ideal candidate would be based in Virginia, but we are open to considering candidates based in the DMV. Travel is required across Virginia for in-person programs and occasionally across the U.S. for other work-related conferences.

### **Application Process**

1. To apply for this position, please submit the following items [here](#) by Monday, June 17th. Applications will be reviewed on a rolling basis.
  - Your resume,
  - Responses to the following questions in lieu of a cover letter. We will accept responses shared in a written, visual, video, or audio form. Please limit your responses to no more than 200 words or 1.5 minutes per question.
    - i. What draws you to the Virginia Civic Engagement Table? How does your identity (race, gender, ability, and any others that feel important to you) inform your work?
    - ii. What aspects of this role align best with your professional experience and excite you the most?
    - iii. How do you view the role of communications in supporting progressive advocacy & the progressive ecosystem?
  - 3 work samples of any length that showcase your style, range, and/or values in both writing



and design

- i. Examples: social media posts, press releases, newsletters, memos, etc.
  - ii. Please feel free to include samples with graphics or other media
2. Initial Zoom Interview: You will receive an email with a link to schedule a 30-minute zoom interview with the hiring managers for this position. The purpose of this stage is to assess basic qualifications as outlined in the job description and follow up on any details from your resume or responses. Initial interviews will take place on a rolling basis from your application submission until Monday, June 24th.
3. Paid work activity: If selected to move into the 3rd round, you will be sent a short work activity that should take no longer than 30 minutes to complete. Upon submission, candidates will be paid \$50 for their time.
4. Zoom Panel Interview: Candidates selected for the official final round of interviews will meet with a panel of VCET staff for a 45-minute interview. These questions are intended to get to know you more and how you see yourself in this work, as well as compatibility with the culture & approach of VCET. Interview questions will be shared ahead of time.