



Who We Are

VCET is a statewide organization that serves a broad network of partners across the Commonwealth. 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, and we make a particular effort to recruit people with historically marginalized identities to apply for open positions. 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.

What You'll Do

With supervision from the Executive Director, the Communications Manager will lead our work developing traditional and digital content highlighting both VCET and its work across Virginia. Some of this work includes managing the social editorial calendar, website design and maintenance, consulting partners on talking points or press releases, and more. This is a position that has its hands in the many buckets that span communications work.

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

Your Starting Point

This will be VCET's first in-house communications staffer coming from a history of working with outside consultants for this area of work. You will be building many systems and processes from scratch and be responsible for building the organization's brand voice & messaging. We are looking for someone who is eager to build a department from scratch.

Who You Are

To be successful in this role, you will have at least 3-5 years of experience in journalism, marketing, public relations, or advocacy communications; and 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.

- **Effective project manager:** You enjoy utilizing spreadsheets and/or systems. You manage effectively upwards, sideways, and all ways. You have an ability to handle a wide portfolio of projects with multiple deadlines, keeping the big picture in mind while managing the details. You hoe to the end of the row. You hold a high bar for the timeliness of your work, including follow-up and follow-through. You ask for help when needed. You leave things (and people) better than you found them. You



exhibit these qualities without succumbing to perfectionism or false urgency, and you don't expect that of your colleagues.

- **Strong interpersonal and relational skills:** You love people, and the mosaic that makes up communities of people. You lean into conversations; that doesn't mean you're an extrovert but you're curious and care about people. You listen to understand and can clearly communicate the next steps to address the challenges expressed (be that an immediate band-aid, a long-term fix, or an empathetic, "not right now and here's why"). You are able to quickly build a connection with colleagues across the network. You are known for being able to understand and translate the nuances of policy into language all people can easily follow.
- **Skilled and collaborative problem-solver:** You can do a lot with a little. You're comfortable proposing ideas as solutions, even if they don't always stick. You toggle thinking in the present and five steps down the road anticipating & troubleshooting challenges. You value each step from ideation to implementation. You can weigh multiple, sometimes competing factors; the impact of various decisions; who may be helped or harmed as a result of those decisions; and identify practical options.
- **Demonstrated track record of advancing racial equity and justice:** You are conscientious of the ways race and other identities intersect in biases and inequities in the workplace just as much as they do in civic life. You center equity, justice, inclusion, and belonging in all aspects of the work. You proactively spot equity and justice in the work and can bring practical solutions by drawing on personal experience combating white supremacy and other interconnecting systems of oppression. You can name and grapple with how your own identities play out in the work. Your north star is systems and culture change that operationalizes equity. You know "how we do" is just as important as "what we do."

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. This position requires access to a computer, internet, and reliable transportation. If you do not have a computer or access to a vehicle, it will not affect your candidacy and we will provide necessary equipment or tools upon hiring.

Salary and Benefits

Job Type: Full Time

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

We aim to offer competitive salaries and benefits and are committed to equity, trust, and transparency in compensation. Basing compensation on someone's willingness and ability to negotiate or on their prior salary leads to wide inequities and bias in how people are paid, particularly for groups experiencing



historical oppression. Therefore, our offer-making process is negotiation-free for salaries and benefits. We offer our best possible salary based on relevant experience and extent to which candidates demonstrate the competencies for the role during the entire hiring process. VCET also uses an annual performance evaluation process at the end of each year to determine raises and promotions.

VCET offers a competitive compensation package including, but not limited to 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. The team also practices "Summer Fridays" with a four-day workweek from May to August.

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 Sunday, September 29th. Applications will be reviewed on a rolling basis.
 - o Your resume,
 - o 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.
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. Interviews will be held on a rolling deadline. You will also be asked to submit your answer to the following questions, in lieu of a cover letter:
 - o 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. Paid work activity: If selected to move into the 3rd round, you will be sent a short work activity. 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 60-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.