COMMUNICATIONS DIRECTOR JOB DESCRIPTION

POSITION INFORMATION

| Job Title: | Communications Director |
| Status: | Full Time, Exempt |
| Salary Range: | $90-100K |

| Reports to: | Executive Director of Operations and Development |
| Location: | Seattle, WA |
| Position Closes: | Open until filled |

POSITION OVERVIEW

Every student is capable of achieving academic success, yet the public education system was not designed to meet students of color where they dream — instead they marginalize them and underestimate their abilities. TAF partners with school districts, educators, and organizations to challenge the current public education system. We address the entire public education system, from top-to-bottom, providing STEM skills and equitable, anti-racist education environments where all students can succeed and by working with emerging and established education leaders of color to improve representation at every level. We:

- Co-manage two public STEM schools where we provide industry-relevant and equitable curriculum and experiences
- Partner with existing public schools and coach students and staff using our successful STEMbyTAF learning model
- Empower early-career educators and established school leaders of color through educational equity and liberation pedagogy

Our ability to communicate with all stakeholders in a variety of ways enables us to expand and improve our work, bring new stakeholders to the table, and maintain our role as a thought leader in public education. Communications Team is the storytelling arm of TAF, responsible for providing internal and external communications about TAF’s programmatic work. Our communications team is small, but mighty, and we’re in a position to grow.

We’re looking for a Communications Director who will not only bring their expertise, but bring an entrepreneurial spirit, a demonstrated passion for racial equity and willingness to participate in TAF’s work to become an anti-racist organization in every part of what we do.

The Communications Director develops and implements communications strategies for TAF programs and organization, provides leadership, manages a team and expands it over the next few years to accommodate organizational growth. The Communications Director works hand and hand with the Development Director to ensure the creation and distribution of all communications that support the fundraising efforts.
PRIMARY RESPONSIBILITIES

The Communications Director is a leadership position, thus the work is divided between strategy/vision/leadership, operations and team management/development. The Communications Director is expected to effectively determine and devote the requisite amount of time to each of these areas.

COMMUNICATIONS STRATEGY, VISION AND LEADERSHIP

▪ Collaborate with TAF Directors to Develop and implement an integrated, organization wide strategic communications plan to broaden awareness of TAF’s programmatic work, support TAF’s fundraising efforts and strengthen TAF’s brand identity across key stakeholder audiences
▪ Collaborate with internal teams to develop and implement the annual communications plan and set the budget based on the plan
▪ Provide design and direction for the website, social media, videos, newsletter, print materials, and other communications methods
▪ Create a brand/marketing/public relations strategy and support that will allow TAF executive and board leadership to cultivate and enhance meaningful relationships with targeted, high level external audiences, including the media, public officials, and key influencers

COMMUNICATIONS OPERATIONS

▪ Manage the continued development and use of the TAF brand
▪ Manage, or execute as needed, all copy intended for public consumption to ensure its alignment with the strategic communications plan
▪ Manage, or execute as needed, the development of all print and branded materials, TAF’s website, electronic newsletter, social media, videos, and other electronic communications
▪ Curate content and increase audience engagement on TAF’s social media channels
▪ Collaborate with the Development Team to identify key opportunities to promote new ways for donors and prospects to get engaged with TAF.
▪ Exercise judgment to prioritize media opportunities, and prepare talking points, speeches, presentations, and other supporting material as needed
▪ Serve as lead point person on media interactions that help promote and/or impact the organization and actively cultivate and manage press relationships to ensure coverage of issues of strategic importance to the sector, as well as TAF’s programs, special events, public announcements, and other projects
▪ Manage relationships with any communications related district partners, vendors, or consultants
TEAM DEVELOPMENT/MANAGEMENT

- Manage and grow the communications team to execute the communications strategy
- Lead the team through the TAF racial equity rubric to ensure they are working internally and externally in an anti-racist manner
- Promote a culture of high performance and continuous improvement that fosters learning and a commitment to quality
- Mentor and develop staff using a supportive and collaborative approach on a consistent basis
- Conduct courageous conversations when necessary

QUALIFICATIONS

- Ability to represent underserved children of color for higher education and professional success
- Openness to participate in Racial Equity to recognize personal bias and improve performance through a racial equity lens
- Excellent organizational, project management and communication skills
- Excellent written and oral communication skills with demonstrated ability to speak and write clearly and persuasively
- Good entrepreneurial work ethic and a desire to “get the job done”
- Familiarity working in diverse and multicultural and bilingual environments
- Pass all required criminal and child abuse background checks
- Possess a valid Washington State Driver’s license

EDUCATION AND EXPERIENCE

- 5+ years experience in communications experience that includes a blend of advocacy and media relations
- Demonstrated ability to lead, manage and coach a team
- A strong track record of positioning an organization to achieve tangible outcomes in a competitive communications environment across several communications media
- Demonstrated experience listening and adapting quickly to strategic changes
- Experience providing coaching and support to senior leaders as spokespersons for the organization
- Experience with Microsoft Office Suite, Adobe Creative Suite, or similar digital content production tools
- Experience with WordPress and/or HTML, preferred
- Fluency in languages other than English is a plus
BENEFITS

- Healthcare
- Individual Retirement Account
- Additional whole-staff week off
- Vacation and Sick Leave

HOW TO APPLY

TAF is a proud equal opportunity employer that complies with the Civil Rights Act of 1964 (Title VII) and Equal Employment Opportunity (EEO) and follows guidelines to select the best qualified person for each position within the organization. No employee or applicant will be discriminated against because of race, creed, color, religion, gender, sexual orientation, national origin, age, or other physical or mental disability.

Forward resume and cover letter to the Attention of HR at tafjobs@techaccess.org. Your cover letter should express why you’re interested in this role and address the following questions:

1. What does it mean for you to have a commitment to anti-racism?
2. How have you demonstrated that commitment and how would you see yourself demonstrating it at TAF?

For more information visit our website at www.techaccess.org/careers. No phone calls please.