



We're Hiring: Communications Specialist

Application review will begin the week of September 27, 2021. The hiring manager reserves the right to make a hiring decision at any time—we encourage you to apply as soon as possible if you are interested in the position. Thank you!

Who you are:

You are creative, innovative and understand how and why communities and individuals like to engage with mission driven non-profit organizations. You enjoy being part of a fun, creative team and nurturing relationships with internal and external customers. You are as passionate about communicating relevant and timely information as you are raising the voices and stories of those who are least heard at policy tables. You think strategically - with a focus on impact over intention - while juggling multiple projects. You subscribe to equitable language access and communications principals, proposing new ways of communicating that meet community needs. A highly preferred qualification is a dual language, bi-cultural Spanish/English speaker and writer.

Who we are:

Child Care Aware of Washington is Washington's most trusted child care resource. We are our state's most thorough and accessible source of information and support for families seeking quality child care and a trusted partner to child care professionals. CCA of WA provides culturally responsive coaching, technical assistance and professional development services that improve child care quality statewide. We provide services via a statewide network of locally based partners, and through our Family Center. We strategically customize our services, collect, and analyze performance data, inform, and guide public policy, and provide unique leadership to support Washington's child care system.

CCA of Washington envisions a world where children and families, especially those who are marginalized, discriminated against, or otherwise ostracized because of systemic racism, have access to equitable, quality child care and early learning programs that lead families to thrive economically.

What you will be doing:

You will be a member of the ACE Team (Advocacy, Communications and Engagement), reporting to the Director of Family & Community Engagement. This position is key to our digital and visual communications goals to increase engagement with child care providers and families around the state. You'll contribute to the organization's communications plans and channels, create new products, use

communications technology, and depending on skillset, develop culturally appropriate communications with and for child care providers and families whose first language is Spanish. Working with CCA of WA's program and regional teams, you will collaborate on creative, story-centered communications campaigns that celebrate and raise the voices of those who take care of our youngest learners, whether at home or in a classroom.

Essential Job Functions

- Write and edit content for web/email/social media/publications
- Format content in a variety of templates and create new graphic expressions for social media, online ads and presentations
- Be a brand coach and motivate other staff at the network and regional offices to be comfortable using their content knowledge and communications skills; demonstrate the resources provided to them to do so
- Through technology and engagement strategies, consistently evaluate, challenge, and seek to improve the customer experience across multiple channels and touch points
- Measure, analyze, report, and assess all digital campaign performance against established goals and recommend improvement and growth strategies
- Lead a staff team of content managers to maintain an optimal website experience for users including integration of CCA of WA digital products, navigation, content, and mobile accessibility
- Develop and curate, with other content experts, a Spanish language website for child care providers and families (dependent on skillset)
- Help steward our Language Access program including translation, interpretation, partner shared glossaries and quality assurance practices that ensure equitable delivery
- Implement email campaigns including design, list segmentation, scheduling, distribution, measurement, and optimization
- Act as final reviewer for all public facing products. Edit others' work for readability, accuracy and adherence to templates and brand
- Work with our funding, community, and advocacy partners to ensure consistent messages and brand adherence

Competencies

- **Have a deep interest in communications innovation.** You have a demonstrated interest in looking for new ways to connect with audiences, capture their input, and present information and data. You are hungry to constantly learn, test and evaluate the latest communications best practices and platforms.
- **Learn and adapt to new information and changes quickly.** You can synthesize new information and data as it becomes available, implement changes, and execute on a quick timeline, as needed, while remaining accurate. You're comfortable using and adapting to new technologies and systems.
- **Build relationships and model cross-cultural agility.** You'll regularly connect and collaborate with colleagues across the organization, providing a high level of support with a customer service mindset. Authentic self-reflection, self-awareness, and high emotional intelligence are central to who you are, and you utilize these skills to build trusting relationships with colleagues.

You have an ability to connect and build relationships with diverse communities and audiences, working with community partners and our audiences' trusted advisors.

- **Enjoy details, data, organization and operations.** Your impeccable attention to the details and smooth operations will drive your work. You have strong organizational and time management skills, including the ability to balance multiple priorities in a fast-paced environment and coordinate projects with vendors. You notice when the details don't look right and respond with a solutions-oriented mindset.

Qualifications

Required

- A combination of experience, education and/or professional development in delivering effective communications for community-based audiences and policymakers
- Experience using and evaluating the effectiveness of digital communications, including social media, curating and maintaining websites, email and text outreach that encourages interaction, and digital newsletters
- Ability to identify and learn current platforms and applications that our audiences use to stay connected to issues that are important to them
- Familiarity with Microsoft Office suit and other communications software, including SharePoint, WordPress, and Constant Contact; comfortable learning new platforms, software and apps

Highly Preferred

- Dual language, bi-cultural Spanish/English speaker and writer

Preferred

- Non-profit and/or advocacy and mobilization work
- Graphic design skills to produce a variety of materials, templates, and presentations
- Experience working with reporters and media outlets
- Familiarity with early childhood education or with issues impacting children birth to five, their families and child care providers/caregivers

Location

We will consider candidates who live in Washington State. If you live in the core geographic area of King/Pierce/Thurston counties, you will be classified as a local hire. If you live outside that area you will be classified as Geo Remote. Depending on classification there will be different expectations of remote and in-person work scheduling. Geo Remote staff are required to be in-person in our Tacoma, WA physical office a minimum of 1-2 days per month and travel expenses are reimbursable.

Salary Range, Hours, Benefits

The annual salary range for this non-exempt position is \$59,100 – \$70,900. **Dual language skill will be considered when setting salary.**

Flexible work schedule, generous Paid Time Off (sick and vacation) and Extended Illness Bank, 401K, health/dental/eye care/ancillary insurance, employee assistance program.

COVID Vaccination Requirement

Per Governor Inslee's [proclamation](#), state contractors in early education must be fully vaccinated no later than October 18, 2021 as a condition of employment. Being fully vaccinated means that an individual is at least two weeks past their final dose of an authorized COVID-19 vaccine regimen. If you are a selected candidate, you will be required to provide proof of vaccination. You may request an accommodation if you are unable to meet the requirement due to a medical or religious necessity.

Opportunity for All

Child Care Aware of Washington values diversity of ethnicity, race, socioeconomic status, sexual orientation, gender, religion, language, ability, and experience. We are committed to our racial equity framework which includes hiring practices that seek to disrupt systemic racism and ongoing learning, self-reflection and transparency about equity and justice in our work.

You are welcome to include the name and pronoun you would like to be referred to in your materials and we will honor this as you interact with our organization.

Submit cover letter and resume and, if available, an online or PDF portfolio of your work, to:

Michel Nelson, Director of Family & Community Engagement
michel@childcareawarewa.org

Timing:

We would like to have the right candidate hired by the end of October 2021 or sooner.