



## Communications Manager

### Job Description

The Communications Manager is a key member of TCC, working with the team to develop and implement the communications program at Transportation Choices Coalition. They tell the story of our work, who we are, and why the organization, programs, and policies matter.

Working closely with the Advocacy and Policy staff, and reporting to the Policy Director, this person keeps the pulse on politics and public dialogue, while helping develop key messages and execute communications strategies that advance TCC's advocacy campaigns and policy goals, including transit ballot measure campaigns. In addition, the Communications Manager strengthens and amplifies TCC's mission and work to our audience, and builds general support for transportation choices within Washington state through messaging and education.

This exciting role oversees the communications budget, plan, and all communications tasks. In any given week they might be designing social media shares, live tweeting an event at the State legislature, drafting press releases, designing the Annual Report, or working with one of TCC's coalitions to develop a joint media strategy. This team member helps promote TCC's events including our signature Ride Transit Month campaign; our public forums, Transit Talks; and other educational engagements. They will assist in fundraising work including our annual fundraising event and cultivation events.

Flexible schedule with some night and weekend work required.

**Reports to:** Policy Director

**Annual Rate:** \$64,000 year with competitive benefits.

**Position Type:** Full-time, 40 hours a week, based in Seattle, working remotely for the time being.

### About TCC

Transportation Choices Coalition is Washington State's leading non-profit organization working to expand transportation choices for everyone. Based in Seattle, our vision is to create vibrant and affordable communities connected by great transit for all. Our programs are focused on educating and building support for more transit, developing cutting edge policies to make it easier and more affordable for people to get around by rail, bus, mobility device, bike and foot and winning new funding to support these transportation choices. In the last decade, we have won nearly \$30 billion in transit, bike and pedestrian investments.

TCC strives to be a great place to do great work. We prioritize a collaborative, team-oriented culture where everyone has a high level of ownership and performance in their roles, where we prioritize a regular practice of collective programmatic and operational anti-racism work, and where we care for ourselves, each other, and our community.

## Key Responsibilities

### *Communications and Strategy - 60%*

- Develop and maintain organizational voice, create strategic messages, graphics, and materials to elevate and promote TCC, our programs, and policy priorities and to support long-term goals.
- Develop and manage yearly communications plan and editorial calendar, ensuring a mix of content that contributes to TCC's campaigns and long-term narrative.
- Draft, edit, publish and curate blog posts, advocacy alerts, social media content, one-pagers, infographics, press materials, speeches, presentations, op-eds and other written and digital material.
- Produce monthly e-newsletter – write and curate content, coordinate staff sections, and maintain distribution list.
- Manage administration of communications software and data, including uploading emails, managing lists, creating segmentation and database cleanup.
- Attend coalition calls, partner meetings to gain deeper understanding of programs and partners.
- Manage social media accounts, including Twitter, Facebook and Instagram.
- Produce TCC's annual report.
- Support website content and organization.
- Cultivate relationships with key media outlets, pitch stories, coordinate media responses and track media hits.
- Maintain working relationships with key communications staff in the progressive community.
- Track and analyze communications platform data.
- Participate in annual and long-term strategy discussions.
- Manage relevant contractors.

### *Fundraising & Events Support - 30%*

- Support annual event and other fundraising events with strategic communication, marketing materials and promotion, scripting, digital appeals.
- Coordinate mass communication schedule with development staff.
- Work closely with Events staff to support content development, marketing, and media relations of events and coverage.
- Curate and plan the annual events calendar as part of events committee.

### *Internal, planning, cross-functional support - 5%*

- Produce an annual work plan with metrics tied to overall organizational goals
- Professional development
- Team Check-Ins and Events

### *Racial Equity Action Plan - 5%*

- Participate in staff development and trainings
- Apply Racial Equity Action Plan to Communications work plan

## Primary Qualifications

- Excellent writing, editing and verbal communication skills.
- A strong commitment to racial equity and anti-racism, and continuous learning.
- 3+ years, communications, marketing or event management experience or related life experience.
- A self-starter who is comfortable working in a team environment, with external stakeholders including partner organizations, media and volunteers.
- Ability to distill complex policy and positions into accessible language.
- Experience in strategic messaging development, ideally in a public sector or political environment.
- Experience writing and managing online communications, e-advocacy and social media accounts and tools, including Twitter, Facebook, Instagram, Wordpress, Campaign Monitor, Action Network and Canva.
- Graphic design skills and experience laying out reports, one-pagers, and creating social media graphics; experience with Adobe Creative Suite a plus.
- Strong project management skills, and the ability to prioritize, manage and coordinate multiple tasks, sometimes in a fast-paced, evolving, and political environment.
- Willingness to work occasional evenings and weekends.

## Secondary Qualifications

- Familiarity and interest in transportation or related issues.
- Experience in media/press relations and management.
- Lived experience without a car; using transit as a primary mode of transportation or as transit dependent.

## The Successful Candidate Will

- **Be relationship-oriented and embrace collaboration.** You recognize the deep importance that relationships with colleagues and allies play in our work, and you build rapport and trust with others.
- **Center racial equity.** We acknowledge historical inequities and commit to shift power, resources, and decision-making to communities of color and those most impacted by issues related to transportation. As a communicator, you are keenly aware of the power of language and representation.
- **Be thoughtful and follow through on commitments.** Communicate clearly, honestly, and openly. If you cannot keep a commitment, explain why and renegotiate well in advance. Ask for what you need and be willing to give and receive feedback at all levels.
- **Be a clear, precise, compassionate communicator:** You speak clearly on behalf of the organization and advocate for community needs. You communicate well with others, including sharing context and asking questions to understand others' perspectives.
- **Produce creative, compelling written and digital materials:** You can shape a long-term narrative, and have a knack for accuracy and attention to detail. You can learn, internalize, and incorporate our "voice" across platforms. You organize and share information effectively with target audiences to achieve results.
- **Proactively learn new tools:** Stays ahead of the curve in an ever-changing technology environment.

## **Compensation and Benefits**

This is a full-time, 40 hour per week salaried position based in Seattle starting at \$64,000 a year. Competitive benefits package including paid medical, dental and vision insurance, retirement matching, vacation/sick policy starting at four weeks, 6 set and 4 floating holidays, professional development funding, and a yearly transit pass.

TCC prioritizes diversity and inclusion. Women, non-cis gendered people, people of color, and individuals from under-represented communities are strongly encouraged to apply. TCC welcomes applicants to share anything about their life experience that has prepared them for the position they are applying for.

Employment at TCC is based upon individual qualifications without regard to race, color, gender, sexual orientation, religion, creed, age, national origin, physical, or mental disability, marital, or veteran status, political ideology, gender identity, genetic information, or any other legally protected status. This policy applies to all areas of employment including recruitment, hiring, training, promotion, compensation, benefits, transfer, and social/recreational programs.

## **To Apply**

Submit cover letter, resume, writing sample and social media sample by email to Jaclyn Gault, Senior Operations Manager, at [jobs@transportationchoices.org](mailto:jobs@transportationchoices.org); indicate "Communications Manager" in the subject line. No phone calls please.

*Applications accepted until May 2, 2021.*

For more information about TCC, visit [www.transportationchoices.org](http://www.transportationchoices.org)