



POSITION ANNOUNCEMENT

Position Title: Communications Manager

Location: Portland, OR

Position Overview:

The Communications Manager plays a critical role in Basic Rights Oregon's fundraising, organizing and political campaigns. They are responsible for developing and implementing the organization's digital strategy and traditional print media across several online platforms and playing a key role within the organization's Communications Team. The ideal candidate will be accustomed to working in a fast-paced environment, working independently and supporting co-workers in achieving their goals. Ideal candidates will have three to five years of experience working in professional communications environment, including writing and designing original content, and packaging this content for a suite of digital communications platforms. Experience within an advocacy and/or political organization is a huge plus. The Communications Manager is passionate about digital communications and is personally active in a multitude of social media platforms.

Basic Rights Oregon is an equal opportunity employer committed to a diverse, multicultural work environment. People of color, people with disabilities, and people of diverse sexual orientations, gender expressions and identities are encouraged to apply.

Key Responsibilities

- Create, plan and implement the organization's digital strategy to strengthen our online presence, supporter engagement and fundraising campaigns.
- Draft, edit, publish and manage cross-platform content for all Basic Rights Oregon including website and blogs (WordPress), email and events (EveryAction), Facebook, Instagram, Twitter and YouTube.
- Schedule and maintain cross-platform editorial calendar in coordination with the Development and Organizing teams.
- Monitor, moderate and engage with our audience(s) to build broad support for our LGBTQ movement.
- Draft, edit and design content for fact sheets, news releases and event fliers.
- Create and edit graphics for use across platforms.
- Edit and package photos for use across platforms.
- Track and evaluate digital content to ensure it effectively supports organizing, policy, political and fundraising programs.

- Maintain a consistent message and tone for Basic Rights' digital tools and encourage social engagement throughout the organization.
- Provide trainings to volunteers and staff to support broad communications related goals.
- Escalate issues, as necessary.
- Stay current with both digital media and topical pop culture/general news trends and platforms to ensure we are taking advantage of new opportunities across platforms and in real-time, relevant engagement.
- Work with leadership team to identify and execute on communications opportunities.

QUALIFICATIONS

- Three to five years of experience in a full-time professional communications position.
- Strong commitment to transgender and racial justice.
- Experience working with media in print, TV and radio.
- Field organizing and hands-on fundraising experience a plus.
- Excellent written communications skills.
- Attention to detail and ability to multi-task and work fast under tight deadlines.
- Hard working and solution oriented.
- Experience training volunteers and staff a plus.
- Strong knowledge of social media best practices.
- Deep commitment to measurable results.
- Proven skills in content creation across media using images and video.
- Experience managing multiple social media channels and a desire to keep up-to-date on the latest trends and new products.
- Familiarity with third-party digital tools such as CoSchedule and EveryAction, Google AdWords and Facebook ads.
- Experience with Adobe's Creative Suite (primarily In Design, Illustrator, Photoshop and Acrobat) a plus.
- Understanding of web and social media analytics and reporting and ability to translate to program staff.
- Ability to work independently within a fast-paced environment and meet deadlines.
- Ability to work evenings and weekends, as needed.
- Active personal digital presence.
- Excellent critical thinking and judgment.

TO APPLY: Applications should include resume, cover letter and the names and contact information for three references. Please submit applications via email to Margot Martin, Development Director at margot@basicrights.org. Position is open until filled, however the priority deadline is **June 10, 2021**

BENEFITS

COMPENSATION: Competitive salary, commensurate with experience, range \$51,629-59,768, DOE. Medical, vision and dental health care provided with the employer paying 100% of the

employee's monthly premium. Paid time off includes 10 days of vacation and 5 days of sick time annually. In addition, employees observe 10 paid flexible holidays annually. This position is full time and represented by a collective bargaining agreement.