Communications Manager Job Announcement

About Futurewise

From small towns of 5,000 to cities of 500,000 or anywhere in between, Futurewise believes that the elements of a strong, resilient community are the same. You should have a healthy home you can afford. You should be able to walk, bike, roll, and take transit to get where you need to go. You should have access to food from local farms. You should enjoy stunning natural spaces and wildlife habitats. Futurewise works across Washington to make this vision a reality.

For three decades, Futurewise has been the steward of Washington’s Growth Management Act, helping rural and urban communities across Washington plan for a just, sustainable future. Futurewise is Washington’s voice for forward-looking land use policy across the state, with offices in Seattle, Spokane, Port Angeles and the Tri-Cities.

Position Summary and Opportunity

The Communications Manager is a new position, marking Futurewise’s first full-time communications opening in over a decade. In 2021, Futurewise worked with a communications consultant to update our messaging and develop a new case for support. The new Communications Manager position builds off of this work and will be offered professional development support as needed from our consultant through 2022.

Currently our communications work is distributed across several staff members. We are looking for a candidate who is excited about taking ownership and building out their own vision for communications at Futurewise.

The Communications Manager will oversee and implement external communications for Futurewise, including message development and strategy, press relations, content creation and communications systems management. The Communications Manager will support all of our departments and will report to the Director of External Affairs.

This is an opportunity to lead communications during a period of organizational growth and transformation as Futurewise rises to meet the current challenges that our communities face. We have a new board and new staff leadership. We recently won some of the biggest legislative victories in our 32-year history. The right candidate will help us tell our story to build organizational capacity and power for the fights to come.

Responsibilities

Messaging and Strategy

• Build on organization core messaging to develop program and campaign specific messaging, graphics and appeals
• Lead development and implementation of organization-wide communications plan
• Collaborate with the staff-led Racial Equity Working Group and board Racial Equity Committee on grounding our communications in our organizational racial equity values.

**Content Creation**

• Coordinate and oversee external communications, including email blasts, weekly or biweekly newsletter, social media, web content, press relations, etc.
• Develop program specific collateral and presentations in coordination with program staff.
• Collaborate with the Director of External Affairs on annual report.
• Provide graphic design and copy support across the organization.
• Collaborate with the Director of External Affairs with fundraising communications, including helping write appeals, call scripts, email blasts, and social media campaigns.
• Collaborate with the state and local advocacy teams on email updates, social media and blog posts, and press releases.

**Systems Design and Coordination**

• Support and train staff, board, and volunteer teams on our communication strategies and practices.
• Keep up to date with Futurewise programs and advocacy in order to accurately communicate to our supporters.
• Serve as a spokesperson on behalf of Futurewise, and/or train volunteer, staff, and board members to serve as spokespeople, including writing letter-to-the-editor and op-eds.
• Manage relationships with press and traditional media outlets to achieve earned media hits.
• Spearhead composition & distribution of Annual Report.
• Build and manage graphics and photo library.
• Lead on evaluation and analytics of our communications and make appropriate improvements based on that evaluation.

**Qualifications**

**Required Qualifications:**

• Experience with digital strategy in a social change advocacy context.
• Experience writing compelling content for a variety of digital channels that moves audiences to action, including emails, social media content, web content.
• Working knowledge of and strong commitment to anti-racism, anti-oppression, and justice and equity.
• Excellent organization skills, including ability to plan, prioritize and coordinate multiple projects.

**Desired Qualifications:**

• Experience with press relations.
• Experience working with a fundraising team or collaborating on fundraising.
• Experience doing communications work including calls to action and event promotion.
• Experience working with volunteers, including delegation and fostering volunteer leadership.
• Experience with story-based strategy or other strategic communications framework.
• Experience with Salsa CRM and Salsa Engage (or other email marketing systems).
• Web design and graphic design skills.
• Web development skills
• Speaks language(s) other than English, such as languages spoken by our frontline partners

**Position Location**

Futurewise employs staff across Washington State. This position will be based in our headquarters office in downtown Seattle. Currently, Futurewise staff continue to work remotely due to health precautions related to COVID-19. In person meetings and engagement will be reinstated based on guidance from local public health officials. After the return to office, employees will continue to have flexibility to choose a hybrid of work from home and in the office. The Communications Manager may occasionally need to travel to other parts of the state to work with regional staff and partners.

Futurewise will provide a laptop computer. The Communications Manager will be expected to use their own cell phone.

**Physical Demands and Reasonable Accommodations**

The physical demands and work environment described below represent those required for an employee to perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform these essential functions.

• Able to input information into a computer for long periods of time
• Ability to work stationary at a computer for the majority of each workday
• Able to assess information communicated through a computer
• Ability to complete work in a shared office environment where multiple staff may be working and talking at any point during the day
• Use hands to handle, or feel, type, and reach with hands and arms
• Able to work some evenings, weekends, and holidays.
• Able to periodically work long and extended hours.
• Able to travel locally/regionally/across the state, as needed.

To center the safety and well-being of our employees, Futurewise requires that employees must be vaccinated against COVID-19, subject to exemptions in compliance with federal, state, and local anti-discrimination legal requirements. Specifically, we will consider requests for exemption based on medical reasons or for sincerely held religious beliefs.

**Compensation and Benefits**

This is a full-time, exempt position. Starting salary is dependent on experience, in the range of $55,000 - $62,500.

Benefits include eligibility for Simple IRA participation and 3% of salary employer match, paid ORCA card for regional transit, paid vacation starting at 15 days, 10 holidays, the week off between Christmas and New Years, paid sick leave, and fully covered medical (Premera), dental (Best Life) and vision (VSP) benefits. Futurewise reviews our salary range and benefits annually and invests in the professional development and career advancement of our staff.
Commitment To Racial Equity & Equal Opportunity Employment

Futurewise is committed to sharing our power, political access, expertise, and voice with communities of color and marginalized communities to encourage natural and built environment outcomes that reflect and respond to their priorities, and to working alongside those communities to dismantle systems of oppression in Washington State.

Futurewise is an Equal Opportunity Employer that values diversity in all areas of its operations. We are committed to equal opportunity in employment and promotion for all qualified persons without regard to race, color, age, religion, sex, marital status, sexual orientation, gender identity, national origin, citizenship, military or veteran status, the presences of any sensory, mental or physical disability, pregnancy and childbirth, family responsibilities, or any other basis protected by applicable laws, regulations, or guidelines relating to discrimination in employment.

How to Apply

Position is open until filled; first consideration will be given to applications received by Wednesday, April 6, 2022.

Interested candidates should send a cover letter and resume in PDF format to jobs@futurewise.org.

Three references should also be included with the application and/or at the time candidates are chosen for an interview. Please make the subject of your email “(Last Name) – FW Communications Manager” and address the cover letter to Hiring Manager. Please label any submitted materials, including the cover letter, resume, and references with your last name. NO PHONE CALLS PLEASE.