



Communications Manager

OneAmerica is a Seattle-based nonprofit whose mission is to advance the fundamental principles of democracy and justice by building power in immigrant communities.

Employment type: Full-time, Exempt

Full-Time Salary Band: \$66,000-\$70,000

Program Area: Communications

Reports To: Senior Communications Manager

BACKGROUND

OneAmerica (OA) was established in 2001 by U.S. Representative Pramila Jayapal and has since grown to become a locally and nationally recognized leader in advancing immigrant, civil, and human rights. We utilize grassroots organizing, policy advocacy, and civic/electoral engagement to promote justice in three areas: immigration, education and early learning, and democracy. Our family of organizations consists of OneAmerica (501(c)3), OneAmerica Votes (OAV) (501(c)4), OneAmerica Votes Justice Fund (PAC) and OAV Justice for All PAC (PAC).

POSITION DESCRIPTION

OneAmerica is seeking a creative, self-motivated, and relational Communications Manager to oversee the digital communications of our family of organizations. The Communications Manager will be responsible for developing and implementing social media and email marketing strategies that align with our mission of building power in immigrant communities. The person in this role will work collaboratively across departments to ensure communications is deeply integrated in campaign and base-building work.

The ideal candidate is an innovative leader with a creative spirit who excels in digital communications strategy. They will have a heart for storytelling and the ability to move people to act through their work. This position can be based out of our Seattle, Vancouver, or Yakima office.

RESPONSIBILITIES

Social Media (30%)

- Develop and implement a social media strategy aligned with the organization's [Theory of Change](#) and power-building model
- Create and manage social media content calendar and platforms
- Develop compelling content that aligns with our strategic communications, tells the story of our work, and highlights our community leaders' stories
- Regularly hold 1:1 meetings with community leaders, coalition partners, and staff to build a social media team within the organization
- Develop relationships with artists and content creators to build OA/OAV social media leaders and immigrant influencers who will move our narrative and campaigns thoughtfully and artfully through socials
- Track key metrics and report important analytical information

Email Marketing (30%)

- Manage our email calendar and support email communications across the organization. Manage existing email lists and develop strategies to grow and engage our lists, bridging the gap to engage folks online to offline

- Oversee the calendar of advocacy actions by designing, editing, and managing action alerts
- Manage our advocacy software, VoterVoice, to support our advocacy efforts
- Track key metrics to inform our strategy
- Regularly attend campaign strategy meetings in our core issue areas to co-develop an email strategy aligned with campaign goals

Design, Publications & Branding (25%)

- Develop organizational materials, such as one-pagers, postcards, reports, and more
- Support our OAV's Electoral team in designing direct mail, canvassing, or other materials
- Utilize video and other multimedia platforms to brand and promote OneAmerica's work
- Develop a plan to solidify OA's brand, both narratively and visually, in collaboration with the Senior Communications Manager and implement the plan across the organization
- Format materials to ensure consistent visual identity and branding
- Support with graphic design needs across the organization

Website Management (15%)

- Strengthen online assets by maintaining our organization's websites
- Manage our blog to share stories and invite audiences to act
- Compile key website analytics for evaluation

QUALIFICATIONS & ATTRIBUTES

OneAmerica is seeking candidates who are passionate about our mission and are highly proactive. While no one candidate will embody all the qualifications below, our ideal candidate would bring:

Required:

- A strong analysis of power and racial equity with a commitment to build power in immigrant and refugee communities by leading with relationships
- A minimum of 3 years of experience in communications work, including experience crafting and implementing a mission-driven social media strategy
- Strategic thinking and excellent project management and follow-through
- Experience in graphic design and ability to elevate and achieve consistency in OneAmerica's visual identity
- Excellent written and oral communication skills, including strong storytelling and the ability to incorporate our organization's "voice" across platforms
- Strong relational skills excelling in a highly collaborative environment

Preferred:

- Bilingual or multilingual and connection to and/or lived experience as an immigrant/refugee
- Orientation towards metric tracking, analysis and reporting
- Experience in Canva
- Experience and demonstrated competency in WordPress, WhatsApp, VoterVoice (or similar advocacy platforms), Salesforce Marketing Cloud (or similar email clients), Meta Business Manager (Digital Ads), and Hootsuite
- Experience in digital communications and compliance for 501(c)(4) organizations and PACs
- Knowledge and experience in online to offline strategy
- Ability to thrive within a fast-paced environment while maintaining effective time management, organization methods, and adapting to changing priorities to successfully meet program deliverables

PHYSICAL DEMANDS

- Ability to be on a computer for majority of the day

- Travel within the state (roughly 3-5 times a year)
- Access to reliable transportation and willingness to travel throughout Washington State and nationally on occasion
- Willingness to accommodate community-based scheduling needs, such as evening and weekend meetings

WORK ENVIRONMENT

- This is a hybrid position within Washington and can be based out of our Seattle, Vancouver, or Yakima offices. The organization requires employees to be in-office twice weekly on Tuesdays and Thursdays.
- Flexibility within Washington

COMPENSATION & BENEFITS

- Comprehensive health insurance coverage, including vision, dental, life insurance; short- and long-term disability; up to 20 weeks of family and medical leave; and more;
- Other benefits include cell phone and transportation stipends, Flexible Spending Accounts (FSA), 403(b) retirement plans and relocation packages;
- Five weeks of PTO in years 0-3, six weeks for year 4-6, seven weeks of PTO after 7 years of service;
- Three month paid sabbatical after every five years of service;
- OneAmerica is committed to work/life balance and encourages meeting-free Fridays, and Summer-free Fridays (3-day weekends for two months in the summer);
- We have a transparent compensation philosophy and offer cost-of-living and annual merit-based raises;
- We are committed to employee growth and advancement, including professional development investments

Desired start date: February 12th, 2024

Apply by: January 1st, 2024

Please be sure to add notifications@app.bamboohr.com to your contact list to ensure delivery of all correspondence from us.

OneAmerica is an equal opportunity employer, and all qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity or expression, pregnancy, age, national origin, disability status, genetic information, protected veteran status, or any other characteristic protected by law.

