



COMMUNICATIONS MANAGER/DIRECTOR: JOB DESCRIPTION

POSITION SUMMARY

Idaho Voices for Children seeks to hire a Communications Manager/Director to advance the organization's policy priorities and values through its publications, digital presence, and visual work to connect with key audiences. As a member of the leadership team, the position plays a key role in positioning the organization for maximum reach and impact and in advancing public policies to help children and families thrive. The Communications Manager/Director requires extensive media relations experience, excellent writing and editing skills, and sophisticated understanding of how to move issue area campaigns.

This role has the potential to be filled at either the Manager or Director level, depending on the candidate's experience and qualifications. This is a full-time, exempt position that reports to the Executive Director and collaborates closely with colleagues across projects.

ABOUT IDAHO VOICES FOR CHILDREN

Idaho Voices for Children is a nonprofit, nonpartisan organization that champions public policies to build strong beginnings for kids and promote family economic prosperity. We use research, data, and statewide community networks to advocate for policy solutions, and we serve as a voice for children in policy discussions in the areas of health, child welfare, school readiness, and family economic security.

RESPONSIBILITIES

Communications and Advocacy Strategy, Vision, and Leadership

- Develop and implement with the team an integrated, organization-wide strategic communications plan to help shape policy discussions and broaden awareness of Idaho Voices for Children's mission and work to key stakeholder audiences (e.g., advocacy and community partners, lawmakers, media, and philanthropy).
- Lead work to streamline brand identity and messaging consistency throughout the organization including marketing materials, public relations, online presence, and published reports.
- Research and identify best practices on messaging, narrative shifting, story concepts, and other communications tools.
- Create and implement both traditional and digital communications strategies and tactics across a variety of platforms that can amplify and maximize exposure of the Idaho Voices for Children's core issue area campaigns and build demand for policy goals.

Communications Operations

- Ensure all public-facing writing aligns with the strategic communications plan.
- Oversee editorial direction, design, production, and distribution of publications, and work with staff to edit for clarity, tone, and adherence to standard journalistic style.

- Oversee, or execute as needed, the development and editing of print and branded materials, and curate and edit content for newsletters and social media with an aim of increasing engagement.
- Develop organizational messaging and framing documents for research, successes, publications and target audiences.
- Assist Executive Director and development staff in creating and editing fundraising materials.

External Affairs and Digital Strategy

- Oversee and create digital communications, including managing websites and electronic newsletters.
- Develop and publish content for social media (currently Facebook, Instagram, TikTok, LinkedIn, and YouTube), build engagement, and reach across all platforms.
- Track and measure effectiveness of website, electronic newsletter, social media usage, and media outreach and report media analytics for internal organizational evaluation.
- Assist in writing and editing of press releases, op-eds, speeches, presentations and other supporting material as needed.

EXPERIENCE, EDUCATION, AND QUALIFICATIONS

- Professional experience requirements:
 - At the *manager* level, 4-6 years of experience in media relations, political or issue-based campaigns communications, public affairs, or a related field.
 - At the *director* level, 6-10 years of experience (reflecting progressively higher levels of responsibility) in media relations, political or issue-based campaigns communications, public affairs, or a related field.
- Degree in communications, journalism, marketing, or a related discipline.
- Ease and familiarity with WordPress, Mailchimp, Zoom, Microsoft Suite, Adobe Suite, Canva, Facebook, Instagram, and other relevant social platforms.
- Belief and commitment to the mission and values of Idaho Voices for Children.
- Self-starter who excels in a hybrid (virtual and in-person) team environment, comfortable operating with minimal oversight on simultaneous deadline-driven projects.
- Accountable to their task list and flexible to be responsive to on-the-fly requests.
- Excellent written and verbal communication skills.
- Strong attention to detail, both written and visual, with an eye for design, layout, and consistent presentation.
- A commitment to grow our understanding of systems of oppression, power, and anti-racism.

PHYSICAL DEMANDS/WORKPLACE ENVIRONMENT

The work is performed primarily in an office setting. Some overnight travel is required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential duties of this job.

COMPENSATION & BENEFITS

This is a full-time position based in Boise, Idaho. The salary range is expected to be between \$65,000 – \$75,000 for the Communications Manager and \$75,000 – \$85,000 for the Communications Director, depending on the candidate's experience and qualifications. Idaho Voices for Children offers excellent benefits, including health, dental, and vision insurance; retirement; and generous paid vacation, sick leave, and holidays.

TO APPLY

To apply, please send an email info@idahovoices.org and attach a resume; three relevant work samples, including at least one writing sample, or a digital portfolio; cover letter; and names of three references, all provided in PDF format. The cover letter should clearly indicate whether your preference is for the *manager* or *director* level consideration, and it should include a description of your interest in the position, an explanation of your connection to our mission, how your experience meets the minimum qualifications, and how you are prepared for the responsibilities outlined in the job description. This position will remain open until filled.

Idaho Voices for Children is an Equal Opportunity Employer and does not discriminate on the basis of race, sex, age, disability, sexual orientation, religion, national origin, or any other basis. We are committed to creating an inclusive, diverse, and open work environment where all staff are valued. We strongly encourage candidates with diverse backgrounds and experiences to apply.