



JOB ANNOUNCEMENT

Communications Coordinator

ABOUT THE ORGANIZATION: The California Child Care Resource & Referral Network (Network) is a membership organization of the state-funded child care resource and referral programs in California. It addresses the needs of parents and child-care providers throughout California. The Network works with the child care resource and referral agencies in all counties in California to inform families about quality child care, to assist child care providers to serve their communities, and to encourage positive policy changes on the local, state, and federal levels.

The Network's budget is approximately \$5M, with approximately 70% of funding coming from state contracts. The Network has an experienced, committed management team and approximately 30 full-time staff. For more information about the Network, please see www.rrnetwork.org.

ABOUT THE Communications Coordinator POSITION: The Network is seeking an experienced nonprofit communications professional to join the organization as the Communications Coordinator. Reporting to the Director of Member Services, the Communications Coordinator will be a significant part of the Network's communications management. We are seeking a communications professional with cross-functional project management expertise. The ideal candidate is a people oriented, hands-on collaborative leader who will work with the management team and program staff to support the organization and execute communication strategies and tactics to reach the organization's audiences – advocates, policymakers, media, and funders. They will be committed to the Network's internal and external work to center race, gender, economic, and social equity.

Duties and Responsibilities:

- Develop and implement communication that increases the visibility of the Network, its programs, and member Resource & Referral agencies.
- Serve as lead working with program staff to regularly review and update the content of the Network's websites (Network, TrustLine, MyChildCarePlan.org) so the public presence is relevant and has a consistent voice/feel
- Maximize opportunities to promote our work, and create systems to operationalize regular communication among external and internal partners (ex. regular messaging posts, blogs, or editorials, use of our website and social media). Cultivate relationships with news outlets and respond to other agency posts.
- Review and assist with design and communication "look and feel" across all messaging platforms associated with the agency.
- Edit (or write if needed) e-communications, materials and content for the Network's websites and help enforce design guidelines for brand awareness and consistency.
- Build onto existing toolkits and support materials for our partner organizations to use for statewide branding efforts

- Assist staff to create digital and hard-copy materials, design infographics, reports and various collateral as needed.
- Create and implement digital media strategy. Track social media effectiveness and monitor digital media analytics to understand and continuously improve our communication efforts.
- Develop media relations. Create and coordinate press outreach such as PSAs, conduct media events (ex. Twitterstorms), opinion pieces, and interviews as needed. Maintain an active list of press contacts
- Proactively communicate the Network program successes
 - Collect and create stories of impact; create publications, edit/write articles, reports/Annual Report, event materials and other collateral
- Proactively seek, identify and create stories about our members, to develop messages about the impact of R&Rs, needs of parents and highlight of our work
 - Identify mechanisms to showcase our work
- Organize an electronic library of stories, articles, photos and supporting materials that can be used to “tell our story”
- What about coordination of translations of website and communications content into other languages as needed
- On occasion help with other writing projects (ex. creating media guidelines for member agencies, message talking points to assist in advocacy efforts, assist with topical briefs or written testimonies). Assist in writing (and research) of grants, funding opportunities and grant reports as needed
- Manage contact lists and email campaigns

Knowledge, skills and abilities:

- Minimum of two years’ experience in communication/writing experience. Knowledge of the child care field preferred.
- Excellent written and verbal communication skills to promote the work of the agency, preferably with a non-profit organization or comparable experience.
- Experience with effective communication for different intended audiences from policy makers to foundations, member agencies, families and providers.
- Exceptional creative writing skills with an emphasis on messaging for policy and program promotion
- Working knowledge of current social media and digital marketing management and best practices
- Comfort representing perspectives of parents, providers, importance of childcare and parenting, the Network’s commitment to anti-racism and social justice, and the Network’s mission through presentations, public speaking and media
- Strong computer skills including MS Office, Adobe creative suite, WordPress, MailChimp, Salesforce. Ability to troubleshoot basic HTML. Experience with video editing is a plus.

Qualifications:

- Evidence of experience or training that shows you have the knowledge, skills and experience to fulfill the duties described. Portfolio of successfully implemented strategies is requested. This can also include professional certificates, training or degree from an institute of higher education.
- Two years or more as a collaborative team leader in a nonprofit, public, or private sector organization. Experience or knowledge in management and federal or state policy advocacy is desirable.
- Experience with technology; working with various media and social media programs and platforms and adaptable to learning new systems.
- A successful track record in setting priorities; keen analytic, organization and problem-solving skills which support and enable sound decision making.
- Excellent communication and relationship building skills with an ability to prioritize, negotiate, and work with a variety of internal and external stakeholders.
- Attention to detail, commitment to accuracy and quality of work, a commitment to accountability. Personal qualities of integrity and credibility.
- Interest and dedication to supporting the diversity of families in California in finding, choosing, and accessing quality childcare that meets their needs.
- Willingness to take initiative, and seek information; ability to navigate internal and external resources as needed

POSITION AVAILABLE: Communications Coordinator
Full-Time - 40 hours/week
Pay range: \$56,908 - \$76,993 annually
Benefits include: Health, Dental and Vision Insurance, 403(b) retirement plan, vacation and sick time, 11 paid holidays per calendar year plus the week between Christmas Day and New Year's Day

APPLICATION DEADLINE: April 30, 2023

COVID-19:

The Network is committed to the safety and well-being of its employees and is a 100% COVID-19 vaccinated workplace. Proof of vaccination will be required upon acceptance of a job offer. Job applicants with religious and disability-related objections will be given reasonable accommodations.

APPLICATION PROCESS:

Please send a resume and cover letter indicating the position for which you are applying via email to jobs@rrnetwork.org. Candidates invited to interview will be required to complete a Network Job Application available at <https://rrnetwork.org/about/careers>.

The California Child Care Resource & Referral Network is an equal opportunity, affirmative action employer.