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**PARENT VOICES COMMUNICATIONS AND DIGITAL MEDIA STRATEGIST**

**SUMMARY:** The Parent Voices Communications and Digital Media Strategist will lead strategic communications efforts to transform child care through centering and amplifying the powerful voices of parent leaders and their stories that shape our programs and campaigns. The Communications Strategist will work under the supervision of the Statewide Organizer and in close collaboration with the Lead Chapter Organizer to develop and implement the communications vision. A successful candidate must demonstrate their capability for a high level of responsibility and independent thinking, experience in material development, and a track record for implementing communication strategies (such as website development and maintenance, social media presence, and building membership through on-line platforms).

**ABOUT PARENT VOICES:** Parent Voices, a 25-year old project sponsored by the California Child Care Resource and Referral Network, is a chapter-based grassroots organizing effort which strives to create a just and caring society that centers the needs of Black, Indigenous, and Brown mothers and ensures that all children, parents, and caregivers journey through life with dignity and love. Through grassroots organizing and leadership development, we activate and center the wisdom of parents to transform child care and ensure all systems that impact our families are just, fair and inclusive. For more information about Parent Voices, please view the web site <http://www.parentvoices.org>

**ABOUT THE NETWORK:** The California Child Care Resource and Referral Network (Network), a nationally recognized non-profit membership organization, addresses the needs of parents and child care providers in its 58 local member agencies throughout California. The Network and its local members inform parents and the general public about available, quality child care and assist child care providers in serving their communities. Since 1980, the Network has provided leadership and vision for the continuous development and improvement of resource and referral services statewide, helping to build, support, and advocate for a quality child care system that supports the diversity of families and children in every community in California. For more information about the Network, please view the web site at [http://www.rrnetwork.org.](http://www.rrnetwork.org)

**JOB RESPONSIBILITIES**

* Lead the development and implementation of the communications plan and powerful strategic storytelling, in collaboration with parent leaders and staff, and taking into consideration the capacity and growth of the organization and changing political and social realities.
* Create multi-media, digital organizing content in service of campaigns and programmatic goals, including but not limited to videos, graphics, audio etc.
* Lead the development of parent leaders into spokespeople, including organizational and one-on-one trainings as aligned with our values of leadership development and the centering of voices and leadership of our base.
* Cultivate earned media and press relationships and ensure that campaigns win in the news cycle.
* Provide capacity-building, communications training and lead collective digital organizing efforts.
* Proactively shape the public’s understanding of parent needs for and obstacles in obtaining child care and other core concepts.
* Develop strategic partnerships with individuals and ally institutions to amplify core messaging
* Help ensure quality and consistency of identity, narrative, tone and personality through the media and across all channels (website, social media, email, mobile, video, print and in-person).
* Develop and lead external and internal communications including (newsletters, member updates, donor specific etc.)
* Develop and lead the design, branding, and written materials, including ongoing maintenance of website design and content.
* Write fact sheets, letters of support & external policy written materials.
* Collect, organize and edit photos, videos and other multimedia content
* Support the Statewide Organizer with grant writing and reporting as well as creation of promotional materials for anniversary and other major events.
* Perform other related duties as assigned.

**REQUIREMENTS**

* Belief in social justice work that empowers communities
* Work effectively and efficiently alone and within teams: self-starter and self-directed while committed to communication and collaboration
* Ability to work with many groups and individuals, such as parents, community-based organizations, and government staff
* Strong speaking skills and competent writing skills
* Flexible in time and mind: there will be evening commitments and work required during the weekend including travel throughout CA.
* Organized and detail oriented; able to maintain records; standard computer skills;
* Excellent time management skills: ability to prioritize work accordingly and manage multiple tasks

**QUALIFICATIONS:**

* Commitment to social justice and grassroots organizing (or work experience equivalent)
* Knowledge of child care systems and/or other social service programs preferred
* Experience with strategic narrative development – including sharp, engaging writing for speeches, press releases, digital content, and advocacy meetings
* Ability to cultivate, nurture and build new relationships with media to expand the existing list of contacts
* Experience centering social and economic justice and racial and gender equity to drive movements through strategic communications and narrative.
* Experience training spokespeople and facilitating accessible capacity-building workshops for different communications-related skills.
* Ability to efficiently draft, edit and review press releases and advisories, Emails (external), grant reports + proposals, policy fact sheets, support letters, memos etc.
* Possess the ability to authentically engage with diverse communities, build strong teams of economically, ethnically and linguistically diverse populations of parents, and reach different audiences through campaign actions and special events
* Bilingual (Spanish) with excellent oral and written communication skills preferred

**POSITION AVAILABLE:**  **Communications and Digital Media Strategist Full-time/Non-Exempt**

**$55,000-60,000 depending on experience**

**Excellent benefits incl: paid vacation and sick time, health and dental insurance**

**APPLICATION DEADLINE: July 1, 2021 (Open until filled)**

## START DATE: Ideal Start Date July 15, 2021

**APPLICATION PROCESS:** Please email cover letter and resume to: Mary Ignatius,

Statewide Organizer, Parent Voices [mignatius@rrnetwork.org](mailto:mignatius@rrnetwork.org). Questions? 415-494-4653

*The California Child Care Resource and Referral Network is an Equal Opportunity Employer. People of color, women, immigrants, youth, LGBTQ, and people with disabilities are encouraged to apply!*