

# PRRAC

## *Poverty & Race Research Action Council*

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### ***Communications and Partnerships Manager***

The Poverty and Race Research Action Council seeks an innovative, enthusiastic, and committed Communications and Partnerships Manager. The successful candidate will provide vision and leadership to PRRAC in developing and implementing the strategies, messages, and materials that promote PRRAC as a valuable systemic change agent and a leading expert on issues related to housing and school integration policy, transportation equity, and environmental justice. The Communications and Partnerships Manager will be responsible for a wide range of long-term and day-to-day media, narrative change, and outreach work.

This position is geared toward mid-level communications professionals, though dynamic junior candidates may also be considered. Applicants should have some organizational leadership and teambuilding experience. The successful candidate will develop and employ strategies and tactics that advance PRRAC's policy agenda, including catalyzing and leading strategic partnerships and collaborative campaigns with a range of organizational partners and local, state, and federal policymakers and leaders.

This position is based in Washington, DC and reports to the Executive Director. The Communications and Partnerships Manager will work closely with the Executive Director, board, small staff, organizational partners, and coalitions. This is a new position at PRRAC, and we are looking for someone who is eager to grow our team's communications capacity. We are especially interested in candidates who are passionate about our issue areas and who come with a strong, creative movement-building orientation.

#### **Responsibilities include (but are not limited to):**

- Assist the Executive Director and program staff in the development and implementation of a comprehensive communications plan and messaging that promotes PRRAC and its work across various media outlets including television, radio, print, and the entire online realm (websites, blogs, and social media, etc.);
- Think strategically about PRRAC's role in partnership with other civil rights organizations and how to promote our coalition work in a more coordinated and compelling fashion;
- Working across teams to manage rapid response and strategic communications during key advocacy moments and working collaboratively on long-term communications plans to strengthen our advocacy and coalition work;
- Develop and update, as needed, targeted plans for informing a wide range of stakeholders and audiences, including national, state, and local media; funders; government officials; activists; advocates; scholars; funders; and the general public;
- Provide messaging, media relations, outreach, and support for PRRAC's programs, publication releases, events, and other projects;
- Respond to press inquiries; cultivate and maintain relationships with key media contacts covering PRRAC's issue areas, to include broadcast and cable television producers;
- Monitor media landscape, news cycle, and editorial calendars to identify opportunities for promoting PRRAC and its network's experts, research, and materials;
- Lead in drafting, editing, placing, and dissemination of press releases, media advisories, and public statements;

- Draft and/or support staff in drafting and placing articles, opinion pieces, presentations, blog posts, and multimedia materials that highlight PRRAC's work;
- Organize and conduct regular communications meetings with staff; design and conduct communications training sessions for PRRAC's staff and its network in order to expand our field of experts and effective spokespeople;
- Plan conferences and media events, arrange speeches for targeted audiences, and identify opportunities to raise the organization's profile;
- Ensure PRRAC-managed websites, newsletters, and social media accounts are a dynamic source of information that explain the work in an effective and compelling way (including prrac.org, school-diversity.org, sheffmovement.org, and housingmobility.org);
- Manage and/or support the design, production, publication, and dissemination of print and online materials, including annual reports, newsletters, other institutional publications;
- Develop, manage, and grow media and publication distribution lists;
- Track communication priorities and accomplishments and measure the effectiveness of communications efforts;
- Document PRRAC's technical assistance work in selected communities, using narrative and multimedia approaches.

**The successful candidate must demonstrate the following experience and skills:**

- **Exceptional written and verbal communication skills.**
- **Compelling public speaker.** Candidates should be enthusiastic about, and have experience, representing organizations in a variety of forums (e.g. delivering legislative testimony, interacting with the media, presenting at public events, etc.) and can reach a variety of PRRAC's target audiences effectively.
- **Detail-oriented, yet efficient, with high standards for work products.** Candidates should set ambitious goals, and bring rigor and resourcefulness to their work and management. They are skilled at measuring and articulating progress over time.
- **Experience with and commitment to working in partnership with low income communities of color.**
- **Ability and desire to manage workflow across teams.** Successful candidates possess strong time management, organizational, and prioritization skills. They are motivated to develop and maintain organizational systems and infrastructure. Candidates recognize, anticipate, and proactively respond to organizational needs.
- **Systems thinker with a demonstrated commitment to racial justice.** Candidates possess the habits of an effective systems thinker, e.g. flexibility; appreciation of new, emerging insights; consideration of multiple perspectives. Candidates are skilled at making meaningful connections between different issues and constituencies. Successful candidates have a demonstrated ability to quickly gain fluency in new policy areas and have a commitment to racial justice that is apparent.
- **Strong interest in, and understanding of, the changing media landscape. Candidates are motivated to employ social media and digital strategies to inspire engagement and action.** Successful candidates should be proficient with website content development and management. With a commitment to passing their knowledge on to our team.

**The most competitive candidates will demonstrate several of the following skills and experiences:**

- **Relationship management and team development.** Candidates should have demonstrated success in supporting professional growth and are skilled at providing regular, developmental feedback to staff along the career continuum. And the ability to help foster a working atmosphere where fun, laughter, and camaraderie strengthen our organization and its work.
- **Facilitation, training, and movement-building experience.** Candidates are skilled facilitators who can build and move a diverse group through a process; help people bridge differences and recognize common interests; and bring critical partners to the table. And candidates should be able to inspire action, and persevere despite challenges and setbacks. Candidates have trained organizers and advocates on policy issues and communications practices. And they can demonstrate an ability to engage, identify, and develop effective leaders and spokespeople; successful candidates have built, led, and supported diverse coalitions that have collectively effected meaningful change.
- **Well-networked, with meaningful cross-movement connections.** Candidates have built a strong set of relationships with relevant national, state, and local policy, advocacy, and organizing groups and networks in the racial or social justice movement.
- **Issue fluency in our core issues.** Candidates can demonstrate a commitment to, and possess experience and expertise with, PRRAC's core issues (housing and school integration policy, transportation equity, and environmental justice).
- **Desire to use arts to advance social justice. Candidates are excited to engage audiences, raise empathy and awareness, and inspire action through film, photography, performance, storytelling, and digital strategy.** Candidates have built a strong set of relationships with individuals and organizations sharing this approach and orientation.

**Salary and Benefits:** The salary for this position is competitive, with a range that depends on experience. We offer a generous benefits package, including individual health insurance, dental insurance, vision insurance, and a 403b plan.

**How to Apply:** Send a resume, writing sample, and cover letter that demonstrates how your experience and skill set meet the qualifications for this role to Gina Chirichigno (gchirichigno@prrac.org) using the subject line of "Communications and Partnerships Manager." Applications will be accepted on a rolling basis until the position is filled. No phone calls please.

**PRRAC is an Equal Opportunity Employer**—people of color, bilingual candidates, persons with disabilities, women, and LGBTQ candidates are strongly encouraged to apply. We are committed to a diverse workplace, and to supporting our staff with ongoing support and development opportunities.

July 2016