

PREPARE + PROSPER

WORKING TOWARD A BRIGHTER FINANCIAL FUTURE

Communications + Engagement Director

Salary range: \$63,000 - \$68,000

ABOUT PREPARE + PROSPER

Prepare + Prosper (P+P) is a nonprofit that works with people to build financial well-being and address financial inclusion. Harnessing the power of volunteers and partnerships, we provide free tax preparation and financial services, products, and coaching, and work to change systems to create economic opportunity for everyone. We are committed to the principles of diversity, equity, and inclusion in our work and are particularly interested in receiving applications from people of color and those with lived experiences similar to the people in our programs. Learn more about P+P at prepareandprosper.org.

POSITION AT A GLANCE



Our preferred candidate is creative, a strong communicator, natural connector, and relationship-builder.



This is an exempt, full-time position with a comprehensive benefits package.



The office is located near University Avenue West and Highway 280 in St. Paul with free parking and public transit options available.



This position reports to the executive director, supervises the engagement manager, and works closely with program staff.

ABOUT THE POSITION

The Communications + Engagement Director leads all communications and community engagement for P+P. This role is key to the success of P+P programs and visibility in the community, driving the communications and outreach strategy and activities that support P+P's tax and financial services, financial coaching program, FAIR, and volunteer program. This position will seek to collaboratively establish P+P as an equitable organization and an engaged member of the local community.

This role leads the organization's overall strategic communications and advancement of the brand and the development and implementation of the organization's community engagement plan, rooted in authentic partnership, that supports all programs. Engages in community and cultural development to create relationship-based strategies, place quality over quantity, and transition the nature of community outreach and engagement to an inclusive, relationship-based model.

HOW THE POSITION BREAKS DOWN

Communications management (approximately 65% of the position)

- Lead collateral production that supports P+P's programs. Provide a combination of graphic design, copy writing, and content generation. Collaborate with staff members on timeline, work with printer vendor when applicable.
- Develop audience-centric content that is inclusive and accessible for communications collateral targeted at customers, outreach partners, and volunteers.

- Edit and approve presentations given by staff members, particularly for audiences of customers, volunteers, and outreach partners and programs.
- Develop compelling, relevant, and, when necessary, tested messages for use with customers, outreach partners, and volunteers.
- Drives multi-stakeholder communication planning processes and cross-team projects to desired results.

Digital communication

- Manage the organization's websites, www.prepareandprosper.org and fairfinancial.org.
- Lead strategy and execute on social media, teaming with other staff to amplify the brand and support engagement across stakeholder groups.
- Explore and implement best practices in communications, particularly social media, email, texting, and websites.
- Create annual communication plan and calendar for customer and partner audiences. Collaborate with program staff. This includes, but is not limited to email, text, social media, and web content.

Story collection

- Drive and manage the organization's story collection with customers and volunteers, setting strategy to identify success stories and advocates for the organization. Interview, photograph, write compelling narratives, and foster relationships with customers and volunteers.
- Manage content, publication, and editing of Spark online magazine featuring stories of P+P customers, volunteers, and partners.

Media relations

- Develop goals and strategy, implement, and manage media relations program.
- Issue press releases for the organization and pitch stories, particularly promoting programs and volunteer opportunities.
- Manage interview opportunities, coach and prepare spokespeople, and promote media appearances.
- Create key talking points for media opportunities.

Marketing and communications strategy

- Develop to the organization's annual marketing and communications strategies, particularly as it pertains to stakeholder groups of customers and volunteers.

Community engagement (approximately 35% of the position)

- Serve as a trusted partner to community-based organizations by being an expert resource and an active listener who is continually engaged with user-end feedback.
- Demonstrate and communicate how P+P services are helping communities.
- Presents the development, communication, and implementation of effective strategies, processes to deliver community and culture impact.
- Develops and supports the implementation of strategic priorities for P+P as an integral part of the organization's overall goals.
- Fosters a deep understanding of community and how issues such as poverty, systemic inequity and exclusion impact economic and social opportunity.
- Contributes to the organization's local and national visibility by seeking opportunities to highlight P+P as a thought leader, networking, and building relationships with colleagues and partners in the field.

Leadership + Management – (approximately 10% of the position)

- Serve as a key member of the P+P Leadership Team. Serve as a relatable and visible spokesperson for P+P and as a prominent leader throughout the organization, among stakeholders, and in the community.
- Provide ongoing supervision and mentoring, including strategic growth, for assigned staff and the development and monitoring of individual work plans.

WORK ENVIRONMENT

- This position operates primarily in an office environment that is accessible. Some work at off-site locations may be required.
- The employee must be able to detect, interpret, and read objects at close and far distances
- This role routinely uses standard office equipment such as computers, phones, photocopiers, scanners, filing cabinets, and fax machines.
- While performing the duties of this job, the employee is regularly required to talk and hear. The employee frequently is required to move around the office and between offsite meetings; grab, move, and manipulate objects, and operate a computer.
- Workplace is a smoke- and drug-free environment.

HOW WILL YOU KNOW IF YOU ARE A GOOD FIT?

- A minimum of 5 years of experience in communications.
- Excellent verbal and written communication skills, project planning and management, and computer skills (*preferably in InDesign Creative Suite, WordPress, and Microsoft Office Suite*).
- Clear understanding of income and wealth gaps (by economics, race, and gender), under-resourced communities and inequity.
- Understanding of and fluency about the issues and concerns of BIPOC communities and other marginalized groups.
- Demonstrated, practical understanding and application of race, equity, justice, diversity, and inclusion principles in an organizational setting.
- Strong written and verbal communication skills.
- Strong interpersonal skills and ability to communicate and connect with a variety of stakeholders, including volunteers, donors, funders, customers, and staff.
- Ability to deliver quality work, manage multiple projects, and meet tight deadlines.
- Work independently and experience leading a team.
- Embodies strong interpersonal skills including ability to build trust, influence, and relationships with diverse people and groups.
- Professional, highly motivated, extremely organized, and enthusiastic attitude.
- Knack for problem-solving, writing, and research.
- Highly skilled in external relationship building.

BENEFITS THIS POSITION OFFERS

Our benefits package for this position includes:

- Health, dental, life, and short/long term disability insurance
- Generous PTO accrual rate (19 paid days off for the first year of employment)
- 16 paid holidays (14 set days and two floating holidays)
- Retirement plan (SIMPLE IRA)
- Flexible Spending Account/Health Savings Account
- Mileage reimbursed for work-related travel

HOW TO APPLY

- Please submit resume and cover letter by Monday, October 25, 2021 to jobs@prepareandprosper.org with the subject line "Director of Communications + Engagement."
- Indicate in your email where you heard of the position opening.
- Anticipated start date: middle of November 2021

OUR COMMITMENT TO EQUAL EMPLOYMENT OPPORTUNITY

P+P continues to work towards a more inclusive workspace, and as such, we are an equal opportunity employer and do not discriminate against any employee or applicant for employment because of race, skin color, ethnicity, religion, gender, sexual orientation, national origin, disability, age, marital status, military status, pregnancy, or parenthood.