



GROUNDSWELL FUND

JOB ANNOUNCEMENT

COMMUNICATIONS MANAGER

Reports to: Communications Director

Works with: Funder Organizing Department

Location: This is a full-time telecommuting position.

FLSA/Classification: Exempt, Full-time

Regular Salary: \$75,000 - \$85,000 annually or commensurate with experience

Overview: Groundswell Fund is the largest funder of the U.S. Reproductive Justice (RJ) movement. For more than a decade, we have enabled foundations and individual donors to increase the impact of their giving by offering a different kind of philanthropic model. Different in who we are: A program staff of women of color who come directly out of community and labor organizing and have a combined 70+ years of grassroots organizing and civic engagement experience within communities of color; a board comprised of grassroots leaders shaping strategy alongside funders and donors. Different in who we support: Women of color (WOC), low income women, and transgender people who are organizing at the grassroots. Different in how we support the field: not just through grants, but also through capacity-building support focused on boosting grassroots power, and funder organizing that lifts up our grantees to a larger audience of funders and donors who can move resources to their work, whether or not these resources come through our doors. Groundswell moves at least 80 percent of the dollars that come in our doors back out to the field.

Since 2003, Groundswell has moved more than \$50 million to the RJ movement in grants and capacity building support to RJ organizations; increased the giving of dozens of national and local foundations; and helped bring thousands of new individual donors into the RJ movement. Today, we support more RJ organizations than any other foundation in the country. Our grantees have moved from trepidation about participating in the political process to mobilizing thousands of voters and even seeing their own members run for office. They have been instrumental in the passage of more than 250 pro-RJ policies at the state and local level and in

blocking many regressive policies, and they have built a growing grassroots base of support for RJ across the U.S. In 2017 we expanded our funding to support multi-issue organizing led by WOC and transgender people of color across other social justice movement sectors, from environmental and economic justice, to immigrant and LGBTQ rights, and on. We also launched a 501c4, Groundswell Action Fund, now the largest c4 fund in the country centering WOC-led c4 work.

Fundraising Vision: Groundswell is committed to cultivating a vibrant and engaged, multiracial and multigenerational community of donors and funders who connect their values to their resources. We believe generosity and intention go hand in hand with the success of the RJ movement and that giving at every level empowers individuals, families and entire communities to create a better world. Groundswell's values around authentic and respectful partnerships undergird our relationships with grantees and donors and funders alike. Our mission to support grantee organizations as they build their grassroots power mirrors our fundraising mission; supporting the power of our donors through learning about RJ, grassroots organizing, the importance of WOC leadership, and collaborating for greater collective impact.

Position Summary: Groundswell is seeking a creative and highly relational communications manager who is responsible for content creation and management, cultural strategy and storytelling, and executing communications and narrative change strategies across all program areas and channels. This position is part of Groundswell's Funder Organizing department and works closely with staff across the organization and external partners to advance goals and priorities. The Communications Manager is part of a fast-paced, collaborative team, and reports to the Communications Director.

Essential Functions – Essential duties and responsibilities may include, but are not limited to, the following:

Content Development & Management

- ☞ Write and edit content across email, website, blogs, and social media, grow relationships with our digital audience, and advance organizational and movement-wide goals.
- ☞ Collaborate across departments to plan and generate timely, relevant, and creative content for Groundswell's digital platforms.
- ☞ Manage Groundswell's blog, ensuring timely, relevant content is posted to advance the organization and department's goals and priorities.
- ☞ Write, edit, and support submissions of letters-to-the-editor and commentaries.
- ☞ Periodically draft press releases, news statements, and campaign pieces.
- ☞ Work closely with Communications Director on various ad campaigns and communications strategies.

Storytelling & Cultural Strategy

- ☞ Work closely with organizers and leaders to share our grantee's stories online and in the media.

- ☞ Partner with staff and members to capture stories including high quality photos and videos.
- ☞ Expand and deepen Groundswell's online presence, especially as it relates to grantee-focused stories, issue, electoral, and narrative change campaigns, and cultural strategy.

Communications Management

- ☞ Manage Groundswell's social media channels, ensuring consistent posting and audience engagement.
- ☞ In partnership with the Communications Director, build and maintain brand voice consistency. Work proactively with staff and members to maintain consistency of images and messages against brand style guide and across all forms of organizational communications.
- ☞ Support narrative development and help ensure narrative change strategies are integrated in communications work.
- ☞ Manage assigned communications activities for issue campaigns, elections, organizational events and special projects.

Capacity Building & Collaboration

- ☞ Develop strong relationships with Groundswell staff, grantees, and allies to support movement-wide growth in strategic communications and narrative change.
- ☞ Support deep collaboration across departments to advance strategic goals with grantees, organizers, and fundraising leads.
- ☞ Build knowledge across fields related to the including policy, organizing, movement politics, narrative change, and digital trends.
- ☞ Collaborate across departments to support base-building, strategic goals, and fundraising campaigns and strategies.
- ☞ Vigorously develop expertise, staying on top of fast-changing trends and best practices to position Groundswell a on the leading edge of the strategic communications field.

Qualifications: The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Committed to Groundswell's mission.
- Experience working in social justice movements.
- High level of proficiency using a race, class, gender, and intersectional lens in verbal and written communications.
- Experience developing multi-platform digital engagement strategies for events, organizations, campaigns or related context.
- Proven track record of leading successful online fundraising campaigns.
- Superb writing, editing and interpersonal communication skills that motivate diverse groups of people.

- Ability to design and implement strong systems.
- Experience creating digital multimedia content.
- Detail-oriented with strong organizational and project management skills; ability to prioritize tasks to meet varying and often competing deadlines in a fast-paced work environment.
- Ability to work both independently and within a team on multiple projects and across several time zones.
- Excellent people skills and an infectious, positive attitude when communicating about Groundswell's work.
- Impeccable judgment and discretion in dealing with sensitive information.
- Experience with strategic communications, including development of narrative themes and messaging.
- Fluency across communications platforms including email databases, WordPress, social media, with an open-minded approach and willingness to continually learn new technologies, strategies, and tactics related to the rapidly changing field of communications.
- Computer literacy and experience with MS Office Suite.
- Graphic design capability.
- Fluency with Adobe InDesign and Illustrator or willingness to learn.
- Video editing capability or willingness to learn.
- € Openness to feedback.

Education/Experience: Minimum 3-5 years' experience in email and social media marketing, preferably within social justice or philanthropic organizations.

Travel: Due to the COVID-19 pandemic, work related travel has been suspended for Groundswell staff. In normal circumstances, this position would require the ability to travel up to 15 times/year once safe to do so, often cross-country, including overnight travel for events, donor meetings and Board meetings. Ability to drive with valid driver's license where employee is a resident.

Compensation/Benefits: Annual salary range of \$75,000-\$85,000, commensurate with experience. This is a full-time, exempt position. Very generous benefits include fully paid for employee and family health, dental, vision, and matching 401K plan. Three weeks of vacation upon hire and a generous holiday schedule including the last week of December and a week-long summer break, as well as a flexible work schedule.

To Apply: Please email a resume, three professional references, one writing sample, one visual content sample, and a cover letter that includes your salary expectations and describes why you feel you are a strong candidate for this position to: hr@groundswellfund.org. This position is open until filled. Interviews will be conducted on a rolling basis. Due to the high volume of applications, only those selected for further discussion will be contacted. No phone calls, please.

Equal Employment Opportunity: The Groundswell Fund is a 501(c)(3) public charity that incubates new and innovative public-interest projects and grant-making programs. We are committed to attracting, developing and retaining exceptional people, and to creating a work environment that is dynamic, rewarding and that enables each of us to realize our potential. Our work environment is safe and open to all employees and partners, respecting the full spectrum of races, ethnicities, national origins, ages, sexual orientations, gender identities, beliefs, religions, faiths and ideologies, cultures, socio-economic backgrounds and levels of physical ability.