



Job Description

Job Title: Advocacy Communications Coordinator

Supervisor: Policy & Field Campaign Manager

Department: Advocacy

Union Affiliation: OPEIU
(Associated dues will apply)

Status: Non-Exempt

FTE: 1.0

Salary Grade: 27

Solid Ground believes poverty is solvable. Our communities are stronger when we support stability and break down the barriers to overcoming poverty. Solid Ground does both. We combine direct services with advocacy to meet basic needs, nurture success, and spread change. Through our programs, people gain stability and build skills that equip them to move forward in their lives. Through advocacy, we work toward ending racism and other oppressions embedded in our institutions, policies, and culture that hold people back from succeeding. We bring the voices of people experiencing poverty into the political process, furthering social justice and supporting our entire community to reach its potential.

- Demonstrate the initiative to learn and enhance skills that promote anti-racism, cultural competency and an understanding of oppression and its impact.
- Participate in intentional learning efforts, including events relating to understanding and dismantling institutional racism and building cultural competency.

Job Summary:

The Statewide Poverty Action Network is a network of individuals and organizations taking action to eliminate the root causes of poverty through public policy. The Advocacy Communications Coordinator works closely with the Poverty Action Director to implement our legislative and advocacy-focused communications and media efforts, with a special focus on engaging community members in our activities. This position leads our efforts to change the narrative about what it means to live in poverty in Washington state, ensuring that our campaign messaging strategies build toward our long-term goal of a more systemic narrative about poverty. Poverty Action organizes with a racial equity lens and believes that those most impacted by poverty should lead our work. Our communications efforts are core to our organizing strategy; this position is responsible for creating and coordinating opportunities for community members to engage in our communications work throughout the year.

Essential Responsibilities, Duties & Tasks:

Communications: Conduct Poverty Action's external communications, both written and visual, using various communications platforms and systems. Produce Poverty Action's annual report and legislative agenda document, maintain Poverty Action's website and social media presence and publish the Network News (action alert) emails. Ensure Poverty Action messages are within compliance with federal and state allowances for 501(c)(3) activity, as well as in agreement with the political realities of coalition partners, elected officials, and our donor/activist base. Support coalition efforts by providing communications and design assistance, including social media tool-kits, flyers, or other collateral materials. Implement Poverty Action's overall media strategy, including the development and distribution of press releases, guest editorials, and letters-to-the-editor. Develop and maintain relationships with members of the media. Collaborate with organizing and policy staff to develop and refine messaging and media outreach. Coordinate press conferences and interviews for staff and community members.

Messaging: In coordination with the Poverty Action Director, lead Poverty Action's efforts to change the narrative on poverty in Washington state through compelling visual and written communications. Develop fact sheets and coordinate with campaign staff on creating talking points. Develop visuals and graphics that engage community members and provide information about our priorities. Work with Poverty Action director to ensure that short-term message tactics build toward our long-term narrative change goals.

Community Engagement: Develop Poverty Action's community engagement communications plan, focusing on authentic relationships. Utilize communications opportunities and activities to engage community members in Poverty Action's campaigns. Work with community members to share stories in our publications and with the media in order to build member leadership and change the narrative on poverty. Provide communications training throughout the year, including for testimony, media opportunities, and at the annual MLK Day lobby day.

Operations/Database: Oversee the Poverty Action's Customer Relationship Management (CRM) and advocacy action database, including managing the use of the database, coordinating volunteers in data-entry, developing and implementing improvements to database operating practices and procedures, providing database training and support to Poverty Action staff. Assist Poverty Action Director and Resource Development with efforts to steward donors, including maintaining and pulling accurate donor lists and creating impact or accomplishment reports.

Board Engagement: Participate in program, department and agency meetings, relevant training, and the agency's anti-racism initiative. Co-chair, with a Poverty Action board member, the board development committee of Poverty Action's coordinating board. Conduct training and workshops for Board as necessary/relevant.

The duties listed above are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related, or a logical assignment to the position.

Education & Experience:

Requires one of the following:

- a) Four years of experience in communications, with an emphasis on community member engagement,
- b) Bachelor's degree in a related field and two years of experience in communications, with an emphasis on community member engagement;
- c) Any combination of education, experience and measurable performance which demonstrates the capability to perform the duties of this position.

Also requires:

- One year experience working with the media or advocacy communications;

Minimum Qualifications:

- Excellent communication skills, both oral and written, with the skill and ability to be persuasive and to advocate effectively with elected officials.
- Ability to build and implement a communications campaign using an anti-racist, anti-oppression lens.
- Excellent organizational abilities, initiative and attention to detail.
- Systems thinker or project management experience.
- Knowledge and experience working with design software, such as Adobe Creative Suite or Canva Pro, as well as WordPress.
- Ability to work individually in a self-directed manner and as part of a team.
- Willingness and ability to work with people from a variety of racial, cultural and economic backgrounds, with various lifestyles, sexual orientations, and of all ages.
- Ability and willingness to work outside of normal business hours to attend meetings, hearings.
- Excellent ability to bring divergent interests together for common goals and resource pooling for policy, organizing, and movement-building goals.
- Knowledge of and experience with database software; Knowledge of social media in a professional setting.
- Valid driver's license and the ability and willingness to travel throughout the state.

Desired Qualifications:

- Long-term commitment to public policy.
- Knowledge of or interest in the legislative process.
- Experience with graphic design.
- Experience using EveryAction or other Customer Relationship Management (CRM) software
- Experience leveraging social media tools to amplify reach and engagement

- Previous organizing or community engagement experience that is grounded in anti-oppression framework, with a willingness to bring that frame to the communications realm.

Physical Demands/Working Conditions: This position works in an office setting, performing general office duties 50% of the time and 50% of the time in the field. Employees spend 30% of office time on the computer, 10% of the time answering the phone, and 10% meetings. Work outside the office 50% of the time, 40% in meetings, and 10% driving. Position requires employee to lift/carry up to 40 pounds occasionally, 5-10 pounds often and push/pull 15 pounds frequently, 1-5 pounds frequently. The position has the ability to sit/stand as needed. Cross-state travel is required. Ability to work irregular hours and work remotely is required.

Hours & Compensation: This is a full time (40 hours per week) union position starting at **\$26.39 per hour plus benefits**. Benefits include medical, dental, short-term and long-term disability insurance, basic life insurance, 401(k) savings plan including agency contribution and match, holiday pay, generous paid personal leave package and tax-sheltered health care and dependent care accounts.

To Apply: Applicants must complete a standard Solid Ground application form, which may be obtained at 1501 N 45th Seattle, or by calling our job line number at (206) 694-6840. Please return completed applications to Solid Ground, 1501 N. 45th Street, Seattle, WA 98103, Attn: Human Resources Department, OR send it by email to jobs@solid-ground.org OR fax to 206.694.6812. Please attach a cover letter and resume.

Closing date: Open Until Filled

Until further notice, Solid Ground requires all employees to be fully vaccinated against COVID-19.

Solid Ground is an equal opportunity employer committed to workplace diversity. We do not discriminate on the basis of gender, age, race and color, religion, marital status, national origin, disability or veteran status.