



## SOLID GROUND JOB DESCRIPTION

**Job Title:** Strategic Communications Manager

**Department:** Communications

**Supervisor:** Communications Director

**Status:** Exempt

**Salary Grade:** 32

**FTE:** 1.0

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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. As our workforce evolves to reflect the diversity of the communities we serve, our agency and workplace will be enriched and strengthened and as such we will:

- 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:** Reporting to the Communication Director, the Internal Communication Manager serves as a vital member of the Solid Ground Communications Team, managing core internal communications strategies, processes, and content development leading to improved employee engagement and morale. This position will develop strategy and write new internal communications policy to facilitate dialogue and effective communications feedback loops, produce and deliver company messages, announce policies, and explain agency goals. It will advise senior leaders, manage confidential information, and coach leadership on approved communications policies and procedures to engage audiences across Solid Ground. The position will collaborate with the CEO, Director of Human Resources, and other agency leaders to create written and multi-media content to achieve agency goals. The Manager will collaborate with the Communications Director, IT, and external consultants to develop Solid Ground's SharePoint-based intranet.

## **Essential Responsibilities, Duties and Tasks:**

### **Strategy and Infrastructure Development**

- Collaborate with the CEO, Communications Director, Human Resources Director, and other agency leaders to clarify internal communications goals and develop and implement strategies, tactics, and tools to achieve those goals.
- Map and optimize agency internal communications channels. Implement new channels and feedback mechanisms, or retire existing ones as needed.
- Keep abreast of industry best practices to incorporate new techniques into Solid Ground.
- Collaborate with IT, staff leaders and external consultants to build up Solid Ground's SharePoint-based intranet.

### **Process Management**

- Responsible for developing policy and best practices governing organization's internal communications. Analyze interrelationships of target audiences and advise organization on messaging sequencing.
- Manage editorial process for the weekly CEO Communications email and SharePoint-based monthly staff newsletter, the *FYI*.
- Clarify and manage editorial process for internal emergency communications.
- Provide process and editorial support for messaging originating from Human Resources, Finance, Facilities, and the CEO office.
- Work with department leads to strategize and implement SharePoint communications sites to meet internal communications goals. Guide processes to develop visual and editorial standards, and support teams to build out SharePoint sites.
- Develop and provide trainings for senior staff on internal communications styles, processes, and procedures.

### **Writing & Content Creation**

- Create content for internal communications channels and feedback mechanisms.
- Advise and collaborate with leaders of the Anti-Racism Initiative, Trauma-Informed Organization initiative, other cross-agency projects, as well as program departments, to tell their stories to the broad staff community and develop other messaging critical to those functions. Consult on best practices re channels, techniques, etc.
- Repurpose stories developed for external communications to meet internal communications goals.
- Create PowerPoint slide decks and other presentation materials for use in All Staff and other large team meetings.

### **Training & Leadership Development**

- Reports regularly to the Communications Director and collaborates with the director to identify and overcome barriers to achieving goals.
- Participate in agency trainings and groups related to understanding and dismantling institutional racism and building cultural competency.

- Participate as an active member of the Communications Functional Leadership Team, Incident Command, Department Anti-Racism Action Team, and other cross-agency teams as assigned.
- Represent Communications in meetings throughout the agency when requested.

*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:*

1. Bachelor's degree in communications, marketing/PR, journalism, human resources, or related field.
2. A minimum of two years' experience in managing internal communications, preferable in a non-profit or government setting.
3. Any combination of education, experience and measurable performance which demonstrates the capability to perform the duties of this position.

### **Minimum Qualifications**

- Experience building communication plans as well as executing against them.
- Ability to manage multiple complex projects involving controversial matter.
- Skilled interpersonal communicator able to navigate relationships and collaborate across a highly complex organization with a variety of stakeholders to achieve objectives.
- Experience working in a consultive role with senior leadership.
- Experience in change management.
- Experience in crisis communications.
- Excellent writing skills with specific experience crafting internal messaging, preferably in nonprofit setting.
- Self-motivated, resourceful, creative, confident, critical thinker with sound judgment and the ability to problem solve.
- Demonstrated passion for social justice and anti-oppression work and developing related messaging.
- Strong computer skills and knowledge of Microsoft Office, Teams and SharePoint, including management of SharePoint communications sites, and Adobe Creative Suite.
- Candidates invited to interview will be asked to submit a portfolio showcasing their work.

### **Desired Qualifications**

- Experience working in a non-profit setting
- Experience developing SharePoint communications sites and content
- Video editing and production skills

- Graphic design skills
- Fluency in a language other than English

**Physical Demands/Working Conditions:** This position works in an office setting and/or from home 80% of the time and in the field 20% of the time (pandemic guidelines permitting). Employee will spend about 80% of their time working on the computer; 5-10% on the phone and performing miscellaneous office work; and 10-15% at meetings. Position requires employee to lift up to 30 pounds and push/pull up to 10 pounds. Position has ability to sit/stand as needed. During the current COVID-19 pandemic, this position has the ability to work remotely at all times.

**Hours & Compensation:** This is a full-time (40 hours per week) position paying \$68,515 - \$82,056 per year (depending on qualifications) plus benefits. Benefits include medical, dental, short-term, and long-term disability insurance, holiday pay, 401K, 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 can be obtained on our website at [solid-ground.org/get-involved/careers/](https://solid-ground.org/get-involved/careers/) or by calling our job line at (206) 694-6840. Please return completed applications to: Solid Ground, Attn: Human Resources Department, 1501 N. 45th St, Seattle, WA 98103.

**Closing Date: Open until filled, priority given to applications received before October 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.**