**Job Title:** Director of Communications  
**Department:** Marketing & Communications  
**Reports to:** Executive Director  
**Direct Reports:** Communications Coordinator, Communications Associate, Communications Intern  
**Workplace Type:** Hybrid. Mostly remote, some on-site days required, some travel required.

**About the organization:** The Alliance for a Better Community is a nonprofit 501(c)3 public policy and advocacy organization that promotes the economic prosperity of the Latino/a community and the Los Angeles region, inclusive of improved quality of life for Latino/as in education, health, economic prosperity and civic participation. ABC believes that public education is one of the most effective tools in breaking the cycle of intergenerational poverty and seeks to create a vibrant Los Angeles community where all families enjoy full access to high-quality schools, quality healthcare, and meaningful civic engagement. Learn more about the organization’s history [here](#).

**About The Position:** Alliance for a Better Community is seeking a leader who is highly motivated, data driven, community-centered, and passionate about non-profit communications. Significant experience in initiative and narrative development, campaigns, coalition building, and strategizing is a must. The Director of Communications will work closely with the Executive Director on strategic initiatives to increase the capacity and visibility of the organization and key initiatives led by partners. The ideal candidate must have strong project management skills, great problem-solving capability, excellent communication
skills, and the ability to bring a team together. The organization is growing and changing, so flexibility in job duties, description and expectations is a must!

**Responsibilities:**

- Under the direction of the Executive Director, finalize and implement the organization’s communications strategy.
- Develop narratives and use storytelling to influence perception and grow support for initiatives and campaigns.
- Lead the capacity building, implementation and management of a narrative strategies campaign that engages key audiences, builds urgency and expands support for English Learners and Dual Language Learners on behalf of a 100-member network.
- Highlight ABC’s work and support of other underrepresented and marginalized groups.
- Maintain an awareness of company risks and threats.
- Project a positive company image to the public.
- Highlight ABC as a leader and policy expert in advancing equity and social justice.
- Manage, implement, and refine ABC’s annual communications strategy and calendar.
- Expand traditional media coverage, develop and maintain media relations.
- Collaborate with partner organizations on communication efforts for coalition work.
- Lead the communications team to meet strategic goals in a caring, professional manner, specifically manage and serve as supervisor to Communications Coordinators, Communications Associate, and the Communications Intern.
- Create and maintain a communications department budget
- Oversee the execution of all communications efforts including traditional and digital advertising, direct mail, social media, press releases, talking points, events, website, etc., to ensure proper campaign creation and execution.
- Develop strategic marketing plans and handle public relations issues that arise internally or externally.
• Act as the point-person for all communications activities needed by other teams including education initiatives and campaigns, among others.
• Lead and support fundraising efforts through grant writing, annual reports, major and minor donor communications, etc.
• Develop and execute ongoing audience building initiatives to target key audiences that will lead to overall growth of the organization.
• Overseeing media training programs of community residents.
• Work closely with Programs and Policy and Advocacy teams, development and grant-writing fundraising activities.
• Other duties as assigned to support the needs of the department and the organization.
• Some travel required.

Qualifications/Experience
• Bachelor's Degree or equivalent experience in Communications
• 5 years’ experience in marketing and communications, and success in creation and execution of strategic communications plans
• Experience with managing all communications plan activities and building external relationships with the organization's constituencies, including funders and the media.
• Previous management experience
• Open to experience outside of the nonprofit sector.
• Evidence of volunteer or work experience supporting the core of values of ABC's mission.
• Strong computer skills in Google Apps and MS productions. Prefer experience WordPress, Photoshop and design/ layout software, marketing software (Adobe) or related area. Demonstrated abilities to manage social media, email (e.g., ConstantContact), and other online platforms.
• Excellent written and verbal communications skills
• Bilingual, Spanish preferred but not required.

Competencies
• Project management and team leadership
• Proactive problem-solving capabilities
- Accountability
- Collaborative working style

**Compensation:** Compensation is commensurate with experience. Highly competitive benefits package includes medical, dental, vision, chiropractic, acupuncture, life insurance coverage, PTO, Employee Wellness Days, and a 403(b) plan. Start date is immediate.

**Workload and Physical Demands**
This position will require weekend and evening work as well as travel. The physical demands described here represent those that must be met by an employee to perform the essential functions of this position successfully. Reasonable accommodations may be made to enable individuals with disabilities to perform these functions. While performing this position, the employee is regularly required to operate a personal computer for up to 8 hours a day, to talk on the telephone or webcam for multiple hours per day, and to have the ability to talk and hear. The employee is occasionally required to support outdoor events and to lift and/or move up to 40 pounds.

Because this position has responsibilities requiring direct interactions with others, the employee will need to be fully vaccinated against COVID-19, although reasonable accommodation requests will be considered.

**Equal Opportunity Policy**
ABC is an Equal Opportunity Employer and does not discriminate on the basis of race, indigeneity, color, gender, religion, creed, sexual orientation, pregnancy, marital status, age, national origin or ancestry, physical or mental disability, medical condition, military and veteran status, sexual orientation, genetic information or characteristics or any other consideration protected by federal, state or local laws. Therefore, we encourage all individuals to apply and are committed to a diverse workplace. ABC will consider qualified applicants with criminal histories in a manner consistent with the Los Angeles Fair Chance Initiative for Hiring.
**How To Apply:** Please email your cover letter, resume and a writing sample to jobs@afabc.org with the subject line “Director of Communications” and fill out this [form](#) as part of your application.