



External Posting Notice

Job Title:	Communications & Storytelling Director
Department:	Communications
Status:	Full-time
FLSA Status:	Exempt
Location:	Stockton, CA (Hybrid: in person/remote)
Reports to:	Executive Director
Salary Range:	\$66,633.65 - \$75,000 annually (based on experience) + benefits
Application Deadline:	June 1, 2023

Context

The Reinvent South Stockton Coalition (RSSC) is a public-private-non-profit collaborative which aims to “empower residents to transform their community – to affect the root causes of systemic racism, intergenerational poverty through improvements in safety and community trust, education, housing, job creation, economic development, and health.” The community members that we serve are historically disinvested neighborhoods of color within our city and county, where community members are still facing disparities resulting in high rates of poverty, unemployment, housing insecurities, chronic disease and social isolation.

RSSC serves as the backbone organization for a collective impact initiative -- convening and coordinating partners; increasing partners' capacity; aligning resources, strategies, and incentives; and engaging residents to promote systems change. RSSC is also the lead organization for five cross-cutting strategies to improve quality of life for community members , focusing on: 1) meeting the community's need for affordable housing; 2) increasing trauma-informed services and resources in the community; 3) rebuilding trust between residents and institutions; 4) parks beautification and activation; and 5) creating workforce training pathways so that Stockton residents can fill higher-wage positions.

Today, RSSC convenes a number of Result Area Working Groups that coordinate cross-sectoral work on priority challenges and incubates several other collaborations, including: Stockton Housing Justice Coalition, South Stockton Youth Advisory Committee, South Stockton Cradle to Career Coalition, and San Joaquin County Transforming Communities for Healing. The staff encompasses full time employees, part-time staff, consultants, future interns, and fellows that are dedicated to our community members of South Stockton.

RSSC is guided by our vision of full equality and social justice for all residents of South Stockton, Midtown/Magnolia, and Downtown Stockton, especially our Indigenous, People of Color, and African American/Black community members.. We have developed a model of collaboration that supports grassroots organizations as well as larger system agencies to partner, understand, and challenge multiple systems of oppression, create solutions towards equitable opportunities, and provide sustainable outcomes to combat further marginalization and decrease institutional racism.

Grounded in this model, RSSC is building the movement by providing resources, training, and grassroots organizing to change public policy, pursue health initiatives, engage in parks activation, support youth in our educational system, and find solutions to sustainable affordable housing for our unsheltered community members. As a national leader at the intersections of our IPOC community, race, gender, health equity, environmental justice, and education justice movements, this is an exciting time for RSSC, as we expand our impact and grow our team. You can learn more about our work at www.rssccoalition.org.

RSSC operates as a fiscally-sponsored project of Tides Center, which serves as the sponsor for more than 150 social ventures. Tides serves as the employer of record and provides support in the form of accounting, legal, and human resources. A Steering Committee of local residents and stakeholders guides our strategy and advises the Executive Director, acting as our local governing structure.

Position Overview

The Communications & Storytelling Director will lead the development and implementation of RSSC's overall communications strategy, which will be heavily focused on cohesive campaign development to increase outcome results across RSSC's Result Areas and initiatives, including community engagement, parks activation, cradle to career (youth pathways to college and career readiness), health and wellness, trauma services and trauma-responsive systems, housing justice, and safety & trust. This position is ideal for a senior-level manager or director-level communications professional with a broad understanding of strategic communications who is looking to increase their knowledge, skills, and leadership in this area.

A demonstrated passion for disparities affecting African- American/Black and other People of Color, the LGBTQIA++ community, unsheltered community members, and other historically marginalized individuals; a commitment to social justice, youth leadership development, systemic change, collaboration and partnership; and extensive knowledge or personal experience with the intersectional issues facing low-income community members are required for this position.

Essential Duties and Functions

Communications (40%)

- Organize, oversee, and strengthen RSSC's brand and online presence, to be integrated across RSSC's departments and in line with organizational strategies and priorities.
- Coordinate talking points and collaborate with staff from RSSC and partner organizations to uplift their work in RSSC communications, in local press, and with current and potential funders.
- Develop and distribute press releases, media advisories, blogs, and social media content.
- Develop graphics, infographics, brochures, and other materials as needed, consistent with creative strategies to support RSSC's goals and Result Area workgroups.
- Create and edit videos and other multi-media products.
- Create digital content for websites, e-mails, and social media.
- Stay abreast of current trends and best practices in marketing, digital marketing, e-commerce, and e-philanthropy.
- Serve as an editor, providing timely feedback to staff on their external written communications.
- Develop and execute a media strategy plan that establishes structure and relationships with members of the media.
- Assist Executive Directors, Project Coordinators, Result Area Leads, other staff, partners, and youth leaders with media relations.
- Identify and train spokespeople to represent the RSSC Network.
- Serve as lead administrator for RSSC website and social media accounts
- Create, update and maintain media lists and track media coverage.
- In partnership with the Executive Director, create and update supplemental employee policies related to ensuring best practices are followed by all staff representing RSSC and its collaborations to external parties including funders, media, community partners, project sponsors, etc.
- Coordinate or assist in the coordination of events for media and/or external stakeholders and funders, such as site visits or press conferences.

Storytelling (20%)

- Curate storytelling about the RSSC movement and work of collaborative partners that are prepared and integrated with media relations.
- Experiment and evolve storytelling practices across organization and programs.
- Create images, slogans, and ongoing marketing and branding materials and items for each Results Area that support and capture RSSC's initiatives and objectives and reflect the needs of South Stockton community members.
- Demonstrate cultural understanding, humility, and competency as an RSSC representative in the community.
- Lead the assessment of RSSC's storytelling and communications needs across audiences and channels.
- Work and supervise (at need) contract work to support ongoing story telling.

Team Leadership (20%)

- Provide effective management, supervision, motivation, mentorship, and professional development for direct reports on the Communications Team.
- Contribute to Communications Team meetings, including oversight of structure, agendas, speakers, content, and facilitation.
- Ensure the most advanced and innovative tools, approaches, and practices are being used to meet local, regional, and national communications needs.
- Ensure productive relationships internally across programs as well as externally with consultants and partners who contribute to the communications function.
- Balance priorities and needs of individual team members, overall team culture, and the organization as a whole, bringing in support as needed to ensure the highest standards of performance and quality.
- Contribute to a team culture that is grounded, diverse, and connected with a deep commitment to equitable practices and the values of clarity, learning, and results.

Administration, including Database and Website (20%)

- Oversee RSSC's social media accounts and increase strategic use of social media to meet our fundraising and communication goals.
- Work with the Communications Team to create and organize web content, newsletters, and announcements and train and oversee staff's use of the website as needed.
- Hire and manage website contractors as needed, including managing upgrades and changes.

- Develop and manage the budget for the Communications team.
- Must pursue grants to support communication and media.
- Manage media, arts, communications, and marketing grant deliverables and budget in coordination with the Executive Director.

Other work as assigned by the Executive Director.

Knowledge, Skills and Abilities

- Minimum of 4 years experience in advocacy or communications strategy development, public relations, or media relations, ideally at a nonprofit organization.
- Excellent writing and strategic communication skills; including the ability to communicate clearly in English and adapt voice and tone to digital platforms (e.g. social media and website)..
- Strong intrapersonal skills
- Demonstrated experience developing strong relations and messaging for media representatives, partners, and constituents.
- Strong organizational and project management skills and experience.
- Proven ability to work with efficiency, flexibility, and good humor.
- Excellent attention to detail and accuracy.
- Ability to manage multiple priorities and projects effectively.
- Fluency, comfort, and familiarity with computers, websites, social media, and databases.
- Experience with Canva, Adobe, CiviCRM, Google Suite, and WordPress is ideal.
- Demonstrated commitment to social justice, anti-oppression work, and marginalized individuals rights.
- Demonstrated ability to work as part of a team and with people from a variety of different racial, ethnic, socioeconomic, educational, religious, sexuality, gender, and generational backgrounds.
- Ability to stay atop digital trends, quickly learn new web tools, and adapt to new technologies.
- Ability to work collaboratively in a team, in a self-directed manner, to prioritize and manage workloads in a fast-paced environment.
- Positive track record in building and maintaining respectful and effective relationships with managers, staff and volunteers.
- Experience working with multiple third party contractors, agencies and service providers.
- Knowledge of fundraising principles or fundraising experience is an asset.
- Must show adaptability in outdoor and indoor work environments.
- Willingness to be recorded in audio or video in the line of work.

Work environment

- RSSC operates under a hybrid work environment, where employees are required to work from the Stockton based office at least two days a week. With this, the selected

candidate must be comfortable working in a hybrid work environment & supervising team members remotely and in an office environment. Work environment may change due to objectives or community campaigns.

- Must be able to drive to offsite locations for work related activities. Must be able to provide proof of license and insurance.
- May involve up to 10% local travel.

Physical Requirements

- Must be able to operate and use a computer and phone manually.
- Must be able to work at a computer for a prolonged period of time.
- Must be able to move 20 lbs or more of recording or media equipment.
- Must be able to travel both locally and domestically and attend and move around within crowded community events.

Application

Please send a cover letter, resume, and writing sample as e-mail attachments to executivedirector@rsscoalition.org. Please use "Communications & Storytelling Director" in the subject line of your message. Applications will be accepted until June 1, 2023.

Compensation

RSSC is committed to providing a competitive compensation package and wages are set according to an internal equity matrix. As such, we do not negotiate salary offers outside of the range specified. The starting salary for this role ranges from **\$66,633.65 - \$75,000** based on years of experience, and ensuring pay equity within the organization. We offer a generous benefits package including comprehensive medical, dental and vision insurance, paid time off, life and disability insurances, retirement plan, confidential counseling, and life balance resources designed to support the passion, commitment, and energy that is vital to our team members.

If you don't see yourself reflected in every job requirement listed in the posting above, we still encourage you to apply.

Equal Employment Opportunity

RSSC is a fiscally-sponsored project of Tides. Tides is an equal opportunity employer. We strongly encourage applications from women, people of color, and bilingual and bicultural individuals, as well as members of the lesbian, gay, bisexual, and transgender communities. Applicants shall not be discriminated against because of race, religion, sex, national origin, ethnicity, age, disability, political affiliation, sexual orientation, gender identity, color, marital status, or medical condition including acquired immune deficiency syndrome (AIDS) and

AIDS-related conditions. We encourage and will consider for employment qualified applicants with arrest and conviction records.

Applicants with Disabilities

Reasonable accommodation will be made so that qualified disabled applicants may participate in the application process. If you seek an accommodation, please advise in writing at the time you apply.

Important Note: All offers of employment are conditional upon signing and accepting our work policies, subject to satisfactory references and may be subject to appropriate screening checks. We place a high priority on ensuring that only those who share and demonstrate our values are recruited to work for RSSC.

We welcome you to join our movement – sign up for news and updates today at www.rsscoalition.org.

We thank all those who apply, however, only those selected for an interview will be contacted.