



Organization: Citizen University
Job Title: Senior Communications Manager
Reports to: Managing Director
Start Date: April 2019
Based in Seattle, limited travel

About Us

Citizen University exists to spread the belief that a strong democracy relies on strong citizens—that we all have the power to make change happen in civic life and the responsibility to try.

Our mission is to build a culture of powerful, responsible citizenship across the country. We envision a great civic revival — our dream is a country in which Americans are steeped in a sense of civic character, educated in the tools of civic power, and are problem-solving contributors in a self-governing community.

In our work, Citizen University designs programs and projects that teach civic power and civic character, the essential components of powerful, responsible citizenship. We then activate and teach civic catalysts to spark the spirit of democratic renewal in their communities by equipping them with the skills and resources to bring these programs back to their communities. We also create and share accessible toolkits and resources that can be utilized by anyone, and we amplify and share success stories of powerful citizenship in action

About the Role

Our country is in a crisis of civic faith, and the current narrative is one of cynicism, isolation, and frustration. We are committed to building pathways for powerful citizenship to thrive in communities around the US. The Senior Communications Manager position provides an incredible opportunity for an inventive, civic-minded creative to build out a content strategy and amplify the narrative for a dynamic and growing organization working to strengthen our democracy.

In this role, you will lead and implement all of the organization's marketing & communications planning and activity. Our programs have been making an impact nationally for several years—we're ready to welcome the right individual to help us align our brand and message, tell compelling stories about powerful citizenship, and take our work to the next level.

Your responsibilities in this role:

Creative content development: You'll develop creative ways to bring our core ideas to life through digital communications platforms. You will craft spirited, purposeful design and copy that speaks to the heart and the mind. You'll develop cross-platform campaigns that weave together our message, our program work, and our unique vibe. You will lead on all our digital communication platforms, including newsletters, social media, and website.



Program marketing: You will work with our programs team to develop clear and compelling program narratives and visuals. In collaboration with the team, you'll design and execute promotional campaigns that draw in our core audiences.

Storytelling: You'll develop ways to amplify our work and impact through storytelling campaigns focusing on our programs and participants. You'll also shape our message through telling the story of powerful citizenship in action across the country.

Website upgrade: The big project! You'll take the lead on a website upgrade, working with our staff and other vendors to design a new website that effectively communicates who we are and what we do, and inspires people to want to dive in.

Clear brand alignment: You will ensure that all of our digital and physical assets have consistent and clear messaging that embodies what we believe, what we do, and our impact. You'll also ensure our visual assets and iconography are both clear and spirited, and maintain a strong brand voice throughout all communications.

Audience development: You'll help define our audiences and use data to help segment and target our communications to the right people.

The day-to-day: Creating project plans, drafting briefs, responding to press inquiries, organizing our content bank, coordinating with vendors...we're looking for someone who takes pride in all parts of their work, even the small stuff, and is always looking for ways to make processes more efficient and effective.

You're the right person for this role if you are:

- Committed to our ideas – we are working with a strong foundation of core principles and frameworks about powerful, responsible citizenship. It is the basis of all of our programs, of everything we do. Our mission and ideas should get you amped up.
- Delighted by our vibe and spirit – our work is joyful and earnest. We're talking about a civic revival after all! You should have ideas at the ready for how to infuse this into the work.
- A razor sharp copy-writer – Our voice is your voice. Do you know how to create the right balance between punchy and purposeful? Crisp and spirited? That's what we need.
- Taking a creative approach – you've always got your eyes open for new ideas to try out in your work. You need not be an expert designer, but you should love to create graphic content and be excited to think about what we can try out with our digital assets to strengthen our brand and message.
- A collaborator – we are not a siloed organization. Iterating with the team, building off of others' ideas, sitting in a room to dream up new concepts with other people – this is how



we work, and this approach is one you should see as critical to success.

- An initiative taker – you see things that need to be fixed, and you fix them. You have new ideas to try out, and create a plan to make them happen. You come up with ways to make your projects better without needing to be told, and you anticipate the needs of your teammates.

Qualifications

- 5+ years of relevant professional experience working in a marketing and communications role, preferably in a non-profit or civics-related field
- 2+ years of experience managing vendors, budgets, and communications campaigns
- Basic html and graphic design skills – you should know your way around Wordpress, Mailchimp, Adobe Creative Suite, Canva (but a creative spirit and commitment to learning are a higher priority for us than expertise in this area)
- Rooted in values of equity and inclusion
- Impeccable written and oral communication skills
- Attention to detail, self-motivated, and entrepreneurial
- Passionate, artful, and a genuine desire make an impact

Compensation

Starting salary is \$64,000-68,000 depending on experience including PTO, plus benefits. Benefits include 100% employer-paid medical & dental insurance, ORCA pass, and benefits associated with Impact Hall membership. Three weeks PTO annually, plus the week between Christmas Eve and New Year's Day, plus 10 additional paid holidays.

To Apply

- Please send your résumé and cover letter along with one writing sample and a link to at least one of the following: website/portfolio/graphic design sample/or social media link
- Email application materials to jobs@citizenuniversity.us with the subject line Senior Communications Manager Application
- Applications will be reviewed beginning March 4, but the position will be open until filled
- Citizen University is an equal opportunity employer and we seek applicants with diverse backgrounds and experiences

More information on Citizen University and our team can be found at www.citizenuniversity.us