


WASHINGTON  
 **STEM**

# DIRECTOR OF COMMUNICATIONS JOB DESCRIPTION

## BASIC INFORMATION

**Job Title:** Director of Communications

**Travel Requirements:** Limited (<10%) overnight travel via air or personal vehicle required

**Status:** Full Time, Exempt

**Supervisor:** Chief Operating Officer

**Place of Performance:** Hybrid; Seattle, WA

**Direct Reports:** Communications Specialist

## POSITION SUMMARY

### Why Washington STEM

Young people grow up in Washington surrounded by a thriving economy, where 70% of high-demand jobs require science, technology, engineering, and math (STEM) skills. However, not all students - especially students of color, girls, those living in poverty, and rural areas - have access to the STEM education that prepares them for these jobs. Washington STEM is a statewide nonprofit, uniquely positioned between the public and private sectors, that is working to transform our state's education system. We have a statewide reputation for our strengths in partnership, data, and advocacy, and we are using these approaches to ensure that all students have opportunities to gain the STEM skills needed in high-demand careers.

### Why Work With Us

Our team is expanding because our work is making an impact. As we work toward equitable STEM learning for all, we are looking for individuals who share our dedication to innovation, excellence, and mission-driven work through the lenses of justice, equity, diversity, and inclusion.

If you want to be part of a diverse team with top notch skills that is making significant changes at a systems level in Washington state, then we're your place.

At Washington STEM, we are invested in YOU! Our total compensation package ensures employees are paid competitively and feel valued as individuals. We are a people-first organization offering a hybrid work schedule, generous time-off policies, professional development opportunities, a robust benefits package, and an awesome group of co-workers!

## This Job

The Director of Communications (the Director) is responsible for leading, developing, and implementing a comprehensive communication strategy that will enhance the organization's visibility, fundraising, reputation, and impact. This position will collaborate closely with internal teams to align communication efforts with organizational objectives, while also managing external relationships with vendors and partners. This position will ensure alignment between policy, impact, and programmatic efforts and communication projects. The Director will mentor and coach the Communications Specialist while overseeing their work and goals and providing support as necessary.

## ESSENTIAL DUTIES AND RESPONSIBILITIES

### Communications Planning and Strategy

- Develop, implement, and continuously evaluate the annual communications plan across the organization's discrete audiences
- Lead the creation of a communications rhythm of business (calendar) for the CEO and organization that aligns with the organization's strategic plan.
- Acquire and maintain deep content expertise on organizational initiatives and strategies to ensure alignment of messaging and initiatives
- Stay abreast of industry trends and best practices to continuously refine and optimize communication strategies.
- Own the communications budget.
- Lead brand management across organization
- Provide communications coaching, especially with a JEDI lens, to all staff
- Cultivate and maintain relationships with journalists, media outlets, and key influencers in support of generating earned media on Washington STEM
- Source speaking engagements/opportunities for CEO

### Cross-Team Collaboration

- Foster a culture of collaboration and open communication across internal teams to facilitate the sharing of ideas and resources.
- Partner with program, impact, and policy teams to identify content development opportunities and support programmatic efforts
- Identify key messages and themes to effectively direct communication efforts across departments and with external stakeholders and partners.

### Content Management

- Ensure all organizational content reflects Washington STEM's justice, equity, diversity, and inclusion (JEDI) values.
- Lead the generation of content that engages various audiences and results in desired actions
- Direct the development, distribution, and maintenance of all print and electronic collateral including, but not limited to:
  - Newsletters
  - Annual Reports
  - Blogs

- Social media posts
- Adult-learning collateral
- The organization’s website
- Direct content creation, such as keynote speeches and keynote talking points, for CEO and board as necessary

#### Internal Management

- Provide mentorship and management to the Communications Specialist and oversee their work
- Ensure exceptional management of listservs, website, social media channels, video production, and photo database
- Responsible for website efficacy, including reporting data analytics
- Direct graphic design tasks/projects and confirm they are executed with proper brand identity

#### Vendor Management

- Manage relationships with external vendors, agencies, and partners to support communication efforts
- Oversee the development and execution of contracts, statements of work, and deliverables to ensure quality and adherence to timelines.
- Evaluate vendor performance and provide feedback to drive continuous improvement and optimize resources.

### QUALIFICATIONS AND EXPERIENCE

- At least 7+ years communications experience, preferably nonprofit experience
- Proven project management, with a track record of leading the development and implementation of successful communication strategies.
- A strong track record as a leader and implementer who thrives on directing a variety of key initiatives concurrently
- Experience managing direct reports
- Experience managing external vendors, agencies, and partners to deliver high-quality results.

### KNOWLEDGE, SKILLS, AND ABILITIES

- The ability to direct the transformation of data into exciting and useful messages, and the dissemination of it to the right audiences through the best distribution channels, is critical.
- Excellent written and verbal communication skills
- High energy, maturity, and leadership with the ability to serve as a unifying force and to position communications discussions at both the strategic and tactical levels
- Sincere commitment to work collaboratively with all constituent groups, including staff, board members, donors, partners, and other audiences
- Skilled in using JEDI practices while carrying out programmatic, partnership, and project-based work.
- Desire to work with people of diverse backgrounds, cultures, and perspectives.
- Strong alignment with organizational mission and values.
- Strong editing and proofreading skills with excellent attention to detail
- Ability to direct the prioritization of multiple projects with varying timelines to ensure forward-thinking and timely delivery of content, including revision and approval processes
- Excellent interpersonal skills and a strong partner service orientation

- Strong critical thinking and creative problem-solving skills
- Demonstrated project management and organizational skills
- Demonstrated ability to cultivate and maintain strategic relationships with colleagues both internally and externally; understands the importance of cross-team collaboration
- Must be resourceful and proactive
- Knowledge of creative storytelling that is representative of the organization and its priority populations

## PHYSICAL REQUIREMENTS

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job:

- Able to operate a computer and other office productivity equipment; able to remain stationary at a computer for extended periods of time and move around assigned workspace.
- Ability to work in open office format. Washington STEM’s office design is an open format and the noise level in the work environment is typically low to moderate.

## BENEFITS AND COMPENSATION

- Health, dental, vision, Rx, short-term disability, long-term disability, and life insurance.
- Paid Time Off at an accrual rate of 6.462 hours per payroll, with accrual rate increasing with tenure
- 17 Paid holidays, including one week at end of each calendar year
- Matching 401(k)
- Flexible spending account
- Cell phone reimbursement
- Mileage reimbursement for work-related travel beyond normal commute
- Other compensation: discretionary bonuses

Compensation for this role is competitive. The salary range is \$107,035 - \$135,578, and salary will be commensurate with candidate experience. Anyone interested in the position is encouraged to apply early in the process.

## HOW TO APPLY

Washington STEM is a proud equal opportunity employer committed to an inclusive work environment and to building a team that reflects the rich diversity of our community. People of color, people with disabilities, and people of diverse sexual orientations, gender expressions, and identities are encouraged to apply.

To apply, please submit your resume and a cover letter to [hr@washingtonstem.org](mailto:hr@washingtonstem.org). Your cover letter should express your specific interest in this role and include a statement about your personal commitment to equity.