



Job Title: Communications Manager

Location: Providence and northern Rhode Island (multiple locations)

Reports to: Deputy Director of Advancement

Status: Full-Time

Pay Range: \$50,000 to \$55,000, commensurate with experience. Includes full benefits (health/dental insurance, paid time off, 401k plan, and an Employee Assistance program).

BASIC FUNCTION: Sojourner House is a comprehensive nonprofit organization that serves victims of domestic violence, sexual assault, and human trafficking. The agency has experienced programmatic growth in recent years, and it is approaching 40+ full staff members across different office locations. We seek a Communications Manager to coordinate our social media, external, and internal communications efforts.

The Communications Manager reports to the Deputy Director of Advancement and works closely with the development and executive team staff, as well as the board of directors. The individual in this role will manage, implement, and improve our communications strategy, develop communications and social media campaigns, and work to deepen our relationships with people, media outlets, communities, external stakeholders, and organizations who can further Sojourner House's mission. The Communications Manager is someone who can tell a compelling story; use art and design to engage and inspire; leverage social media appropriately; and understand how communications and digital media tools can amplify an organization's brand and build relationships.

PRIMARY JOB DUTIES:

Communications

- Work with the Deputy Director of Advancement and Sojourner House's leadership team to develop an annual communications and community outreach plan that includes targets for increasing earned media, social media, and website interactions
- Provide support to staff to conduct outreach about the agency's programs and accomplishments

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- Regularly review agency materials and website content, recommend and write updates, and edit as needed
- Write, edit, and publish newsletters, blog posts, social media posts, multimedia content, and other targeted outreach to clients, donors, funders, partner organizations, elected and government officials, and community members
- Seek regular opportunities for Board of Directors and Executive Director to engage with major foundations, corporate donors, the press, and other organizations on social media. Maintain an up-to-date contact list of these stakeholders.
- Take the lead on messaging to the press, including local Rhode Island media as well as regional and national publications when appropriate. Draft press releases, develop contacts with different media outlets, proactively pitch stories for consideration, and issue statements when relevant breaking, time-sensitive news occurs.
- Help to conceive of and then execute paid advertising campaigns
- Manage updates to outreach materials, including our data dashboard, fact sheets, brochures, and other agency printed materials
- Assist, when appropriate, with written content for grant proposals
- Review internal communications and create an internal communications flowchart and present annually to staff. Help to write and distribute a weekly all-staff newsletter.
- Create a regular agency communications update document, with help from staff, to present to the Board of Directors

Social Media

- Create, post, and share high-quality, compelling, and relevant content about Sojourner House, our programs, and mission-related news via social media channels, especially Instagram, Twitter, and Facebook
- Design social media toolkits to engage users in amplifying our programs and campaigns
- Monitor social media accounts and interact with users
- Collect and review data to gauge and/or improve the effectiveness of social media strategies

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- Research and evaluate paid digital media opportunities to increase the visibility of Sojourner House's programs and campaigns
- Stay informed of the social media space and emerging content trends, monitoring for conversations, activities, and developments that may serve as opportunities for Sojourner House

Other

- Other duties as assigned by the management of Sojourner House, or as required

EDUCATION: A bachelor's degree or equivalent experience in a relevant field, such as journalism, public relations, or communications.

REQUIRED EXPERIENCE & SPECIAL SKILLS:

- A minimum of five to seven years' experience working in public relations, communications, and outreach for a news organization or communications firm, or performing similar roles within a nonprofit or government agency.
- Demonstrated experience developing and implementing strategic, organization-wide, annual communications and outreach plans for a nimble organization
- Ability to engage and establish rapport with a wide range of partners in frontline communities, government, nonprofit, and industry sectors
- Ability to absorb new information quickly and translate key points into results
- Existing connections with Rhode Island media outlets very highly desired
- Exceptional verbal and written communication skills and high level of emotional intelligence
- Highly self-motivated and directed, with sharp attention to detail and conscientious follow-through; ability to effectively prioritize and execute tasks in a remote work setting
- Proficient with communications software (MS Office suite, Google Suite, Facebook, Twitter, MailChimp, etc.)
- Intimate knowledge of established and emerging social media channels (Instagram, Twitter, Facebook, YouTube, LinkedIn, Tik Tok, etc.)
- Commitment to keeping up with evolving social media trends and best practices

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- Flexibility to take opportunities as they arise
- Experience coordinating virtual and in-person events and convenings, including event planning and management
- Familiarity with domestic violence, sexual assault, and/or human trafficking programming is strongly preferred.
- Bilingual applicants are preferred.
- Commitment to engaging in social justice work and leading programs from a racial justice and intersectional framework required.
- Familiarity with social service resources in Rhode Island.
- Support Sojourner House's philosophy of client empowerment and respect for individual choices.
- Applicant must pass a BCI check.

SCHEDULE: The Communications Manager will work a full-time Monday through Friday schedule, with some flexibility and occasional evening and weekend work required. Please note: this position will primarily work remotely for at least the first year of employment. Geographic proximity to Rhode Island is preferred so that the Manager can develop stronger relationships with Rhode Island media and attend in-person events and press conferences when the pandemic is over.

TO APPLY:

Please submit a resume, cover letter, and the contact information for 2-3 references to resumes@sojournerri.org with "Communications Manager" in the subject line. Applications will be reviewed on a rolling basis, so early submissions are encouraged. A cover letter is required to be considered for the role. Sojourner House is an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, age, or veteran status. To learn more about Sojourner House, please visit www.sojournerri.org.

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