



## Job Description

**Position Title:** Communications Associate  
**Status:** Non-Exempt  
**Reports To:** Communications Director  
**Location:** Portland, OR or remote

### Position Summary:

SMART Reading's Communications Associate supports a comprehensive communications program. The Communications Associate will assist with project management, writing and editing, marketing and communications activities, and public relations. This role is ideal for an individual interested in a position that provides a meaningful contribution to the organization and the community.

### SMART Reading's Commitment to Equity

As an early literacy program focused on helping children succeed with reading and learning, SMART Reading can't ignore that deep racial, cultural, social, and economic inequities in our country and state make it harder for some children to succeed compared to others. SMART's vision is an Oregon where all children can realize their full potential through reading and we are making equity a top priority. As part of this, we particularly seek staff members, volunteers, and board members whose personal or professional background gives them a unique perspective to further SMART Reading's work in serving children of color and commitment to antiracism.

### PRIMARY RESPONSIBILITIES:

#### **Marketing & Communications:**

- Develop communications for key audiences in line with the key messaging of the organization including newsletters, emails, blogs and social media
- Manage website content to keep website fresh and up-to-date
- Create flyers, one-pagers and other collateral needed to advance the mission of SMART Reading.
- Manage social media program including content creation, calendaring, community management, and reporting
- Support annual marketing planning and execution of plan throughout the year including events, appeals, and book drives

- Collaborate with program and development staff to develop external communications
- Support regional areas and the Book Bank with communications and marketing needs
- Maintain system for tracking, collecting, writing and promoting testimonials about SMART volunteers, students, and outcomes
- Assist with other external and internal communications as needed
- Other communications or administrative duties as required

**Development Support:**

- Draft email appeals with guidance on key messaging
- Periodically create donor acknowledgement templates as needed
- Support special development initiatives, projects and events

**Volunteer Management:**

SMART Reading is possible because more than 5,000 volunteers contribute their time, energy and experience to helping us carry out our mission; that means volunteers account for nearly 100 percent of the people working on the ground to deliver SMART Reading’s proven literacy support and book program. Because of this, all SMART Reading employees work and interact with volunteers in varying capacities.

SMART Reading employees understand the value of our volunteers and ensure their interactions with volunteers are appreciative and professional.

- Because volunteers are donating their time and talents to SMART Reading, employees may need to be flexible and solution-oriented when it comes to expectations around deadlines, communication, ability to attend meetings, etc.
- SMART Reading employees publicly acknowledge the importance of volunteers to the organization, providing ample recognition and praise for their contributions when speaking about SMART Reading in external settings.

**KNOWLEDGE AND SKILLS:**

- Excellent verbal and written communication skills
- Experience in nonprofit or other community-based groups
- Demonstrated experience developing content for a variety of digital and print channels including social media, video, direct mail, email campaigns, and web
- Demonstrated personal commitment to racial equity and ability to bring an equity lens to all internal and external communications
- Understanding of and experience with print production process
- Experience in communications, development, or a related field

- Excellent organization and administrative skills
- Knowledge of basic HTML, Wordpress or similar web platforms, and graphic design (Adobe Suite and Canva) preferred

### **QUALIFICATIONS**

- One to three years of experience working in communications, development or a related field
- Has mission-driven desire for organization to have the highest level of positive impact for children served by our program
- Demonstrates awareness, attitudes, knowledge and skills that foster a climate of equity and inclusion
- Is self-motivated and disciplined to achieve goals and can work independently, but will ask for direction or support as needed
- Builds strong working relationships and contributes to a positive work environment
- Bilingual (English/Spanish) preferred

### **PHYSICAL REQUIREMENTS:**

While performing the duties of this job, the employee is occasionally required to stand, walk, and/or sit. The employee must occasionally lift and/or move up to 25 pounds. The noise level in the work environment is usually moderate. Accommodation is available.

### **GENERAL REQUIREMENTS:**

The above statements are intended to describe the general nature and level of work being performed by individuals assigned to this position. They are not intended to be an exhaustive list of all duties, responsibilities, and skills required for the position.

I have reviewed this job description, and addressed any questions about it with my supervisor.

Name

Date