



JOB DESCRIPTION

Position Title: Communications Director

Status: Exempt

Reports To: Executive Director

Direct Reports: Communications Manager

Position Summary: SMART Reading actively engages in communications efforts to help raise funds, recruit and retain volunteers, and raise awareness about the organization and the importance of early childhood literacy overall. As a member of the executive team, the Communications Director contributes to big-picture organizational planning while providing communications expertise to drive internal and external communications efforts throughout Oregon. This position is responsible for leading and implementing the broad spectrum of strategic communications and marketing, including brand management, digital marketing, media relations, public awareness campaigns, executive communications and collateral production. The Communications Director works in a consultative capacity with all departments and field staff to create and implement communications tools and resources to help achieve SMART's goals, while maintaining a consistent voice for SMART statewide.

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 Reading's vision is an Oregon in which every child can read and is empowered to succeed, 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 children from other marginalized groups.

Volunteer Management:

SMART 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's proven literacy support and book program. Because of this, all SMART employees work and interact with volunteers in varying capacities.

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

PRIMARY RESPONSIBILITIES

- Develop and implement statewide communications efforts across constituent groups to maximize public awareness of children's literacy issues and support volunteer recruitment and fundraising efforts;
- Work closely with executive team and Board of Directors to set and implement organizational priorities; represent goals and organizational priorities to staff with a unified, transparent leadership voice;
- Lead internal communications efforts to ensure staff are informed on organizational priorities and decisions;
- Create annual external communications plans and metrics; continually measure success and report on communications metrics to Board of Directors;
- Advise and support regional area offices on local communications efforts, event promotion, etc.;
- Develop and maintain relationships with a multitude of business partners, funders and media for the benefit of campaign development, promotion and building awareness;
- Lead and/or advise staff in the production of 90+ pieces of collateral annually, from bookmarks to training handbooks to PSAs to print newsletters; including vendor management and materials ordering process;
- Oversee SMART's digital marketing platforms and engagement;
- Provide leadership, supervision and support for the Communications Manager and Communications Associate (reporting to Communications Manager);
- Manage an advisory PR/Marketing Committee comprised of Board members and community volunteers;
- Create and manage annual departmental budget and seek opportunities for creative and in-kind contributions.

KNOWLEDGE AND SKILLS

- Strategic, creative thinker with strong interpersonal skills, analytical abilities, and good judgment;
- Proven experience driving marketing and PR campaigns;
- Excellent project management skills and ability to keep pace with high demand and competing deadlines and priorities;
- Proven track record of developing and maintaining relationships with media and business partners;
- Experience in facilitating an inclusive working environment with a geographically dispersed field team;
- Exceptional writing and editing skills with experience across variety of channels;
- Embodies a service-oriented leadership approach;
- Excellent presentation and oral communication skills;
- Ability to work collaboratively with leadership, peers, colleagues, external

constituents, and community members while maintaining a leadership role and command of best practices in strategic communications.

EDUCATION AND WORK EXPERIENCE

- Bachelor's degree in a relevant field such as public relations or marketing, ideally in the nonprofit sector or an organization with multiple locations;
- Minimum five years (preferred 10 years) experience managing marketing and public relations programs.

PHYSICAL REQUIREMENTS:

While performing the duties of this job, the employee will be required to travel throughout Oregon. While performing the duties of this job, the employee is required to frequently use a computer at a desk. The employee must occasionally lift and/or move up to 25 pounds. The noise level in the work environment is usually moderate.

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.