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## California School-Based Health Alliance is Hiring a Communications Manager!

**Position Title:** Communications Manager

**Classification:** Exempt salaried

**Hours:** Full Time (40 hours per week)

**Location:** Preservation Park, Oakland, CA

**Reports to:** Policy Director

**Salary:** \$65-75k, commensurate with experience, very competitive benefits package

### ABOUT US

California School-Based Health Alliance (CSHA) is the leading voice in California for the movement to put health care where kids are—in school. We are committed to school-based health as a strategy for increasing health equity and reducing educational disparities. We are also committed to developing school-based health practices that go beyond traditional medical care and incorporate public health approaches to changing the social determinants of health. We are advancing school-based health through advocacy, trainings, technical assistance, strategic communications and special events. Please review our website to learn more about our work: [www.schoolhealthcenters.org](http://www.schoolhealthcenters.org).

### POSITION SUMMARY

The Communications Manager will lead strategic communications for our organization. The Manager will work with the Executive Director, Policy Director, and other staff to increase organizational visibility and promote our programs, technical assistance, and policy agenda. A key member of the CSHA team, the Communications Manager will exercise independent judgement to produce high quality written and marketing materials, including event promotion, newsletters, web content, and social media campaigns. S/he will help lead and manage membership drives and support fundraising efforts.

### ESSENTIAL FUNCTIONS

As the Communications Manager, you will be responsible for setting communication outcome goals, developing key messages, and identifying key target audiences. You will also independently manage all communications distributed through media releases, social media, website, e-communications, and print materials. Key responsibilities include:

1. External and Digital Communications
  - Coordinate implementation of strategic communications plan to increase awareness, expand reach, and support CSHA's work among key targeted audiences.
  - Coordinate the creation and dissemination of monthly newsletter and additional e-blasts as needed.
  - Implement strategies and create materials to market events such as our annual conference, regional convenings, webinars, etc. This position will play an integral role in supporting our annual conference with 500+ attendees, including coordinating with the venue for AV support.
  - Develop new written and visual content as needed to reflect our dynamic work, including marketing materials, fact sheets, presentations, and reports.
  - Ensure the consistent use of branding throughout the organization, including print, online, and physical products.
  - Manage day-to-day operations and maintenance of website and social media platforms.
  - Develop and execute a social media strategy that drives website traffic.
  - Develop a proactive media outreach strategy and facilitate inquiries. Track relevant media

stories and share with network. Provide training to staff on talking points, stories, and statistics to use in their work.

- Create and disseminate stories, in partnership with program staff and key stakeholders that demonstrate need for and impact of school-based health and compelling statistics.

## 2. Fundraising

- Develop talking points and collateral materials for fundraising solicitations.
- Work with staff to contribute to grant proposals and progress reports for funders.
- Work with staff to craft donor solicitation and donor appreciation messages.
- Plan and execute annual organizational and individual membership drive.

## 3. Internal Operations

- Support organization-wide use of Salesforce, providing training and support to staff for contact management and summary reports.
- Report to Policy Director on a regular basis through scheduled supervision meetings and actively participate in staff meetings and ongoing teambuilding activities.
- Provide training and coaching opportunities to staff and effectively engage staff in communications activities.

### IDEAL COMPETENCIES

- Bachelor's Degree in marketing, public relations, communications, or related field and 3-5 years related experience.
- Demonstrated proficiency writing and editing compelling publications, newsletters, and related communication materials for a wide range of audiences.
- Commitment to building the health and educational equity of children in California.
- Excellent attention to detail.
- Proven ability to prioritize multiple assignments, work independently under deadline, and maintain high professional standards.
- Proven ability to exercise excellent professional judgement on behalf of the organization and its reputation/brand.
- Strong interpersonal skills to work effectively and professionally with diverse constituencies inside and outside the organization.
- Experience with Salesforce, WordPress, MailChimp, and Adobe Creative Suite highly preferred.

### HOW TO APPLY:

Applicants should email a resume, thoughtful cover letter, and work sample to [jobs@schoolhealthcenters.org](mailto:jobs@schoolhealthcenters.org). Please include **Communications Manager 2019** in the subject of your email. Only those being considered will be contacted. No phone calls please.

*California School-Based Health Alliance is an equal opportunity employer that actively pursues and hires a diverse workforce. All qualified applicants will receive consideration for employment without regard to age, ancestry, color, disability (mental or physical), gender identity or expression, genetic information, marital status, medical condition, military veteran status, national origin, political affiliation, pregnancy, race, religion or creed, sex, sexual orientation, or any other factor that is not related to the job.*