



**Organization: Citizen University**  
**Job Title: Communications Director**  
**Reports to: Managing Director**  
**Start Date: April/May 2019**  
**Based in Seattle, some travel required**

### **About Us**

Citizen University exists to spread the belief that a strong democracy relies on strong citizens—that we all have the power to make change happen in civic life, and that we have the responsibility to try.

Our mission is to build a culture of powerful, responsible citizenship across the country. We envision a great civic revival across our nation — our dream is a country in which Americans are steeped in a sense of civic character, educated in the tools of civic power, and are problem-solving contributors in a self-governing community.

In our work, Citizen University designs programs and projects that teach civic power and civic character, the essential components of powerful, responsible citizenship. We then activate and teach civic catalysts to spark the spirit of democratic renewal in their communities by equipping them with the skills and resources to bring these programs back to their communities. We also create and share accessible toolkits and resources that can be utilized by anyone, and we amplify and share success stories of powerful citizenship in action.

Our team approaches this work with joy, purpose, and a deep responsibility to each other and to our community.

### **About the Role**

The Communications Director will design, lead, and implement all of the organization's marketing & communications planning and activity. With your strategic vision, creative chops, and data-driven outlook, you'll develop and execute a holistic organizational communications strategy that amplifies the impact of our program participants and helps tell the story of citizen power across the country.

This is a brand new position that will provide an incredible opportunity for an inventive, entrepreneurial, civic-minded creative to shape a professional communications role for a dynamic and growing organization working to strengthen our democracy. Our programs have been making an impact nationally for several years—we're ready to welcome the right individual to help us take our work and story to the next level.



## Core Responsibilities

### STORYTELLING

- Develop cross-platform communications to tell the story of powerful, responsible citizenship through our programs, using both existing and new platforms
- Capture, curate, and organize past and future content as a tool to share our program outcomes and strengthen the organizational narrative

### DIGITAL

- Work with our Operations & Project Manager to reimagine and build a new Citizen University website that supports communications goals
- Design and implement digital engagement strategies, tactics, and content creation across channels, including website, social channels, and email newsletter
- Direct multimedia campaigns and manage designers, video producers, and support staff

### BRAND

- Develop style & brand guidelines and manage relationships and project plans with graphic designers
- Coordinate production of in-house publication/documents for internal and external use

### MARKETING

- Work with Program Managers to develop marketing strategies for Citizen University programs
- Develop data-driven audience development and outreach approaches that expand our reach and get our messages out to targeted audience segments
- Develop objectives and tactics to support program marketing goals

### MANAGEMENT

- Develop policies and procedures to streamline and standardize best communication practices for the organization, including messaging architecture and social media policy, that can be used by the whole team
- Hire and manage contract staff and support roles for communications work
- Manage marketing budgets and reports
- Explore avenues for expanded communications opportunities and partnerships
- Participate in team meetings and organizational planning

## Successful Candidates Will

- Be committed to, and enthusiastic about, the mission and vision of Citizen University
- Have exceptional writing skills, with a penchant for spirited and joyful communications
- Enjoy synthesizing and weaving conceptual information into stories and actionable content
- Enjoy putting big ideas into practice
- Have expertise and interest in designing communications initiatives and projects from the ground up
- Feel comfortable representing the organization to media, funders, stakeholders
- Be a self-starter; have a strong sense of initiative and a flair for bringing new ideas to life



- Feel comfortable working with people from diverse ideological and experiential backgrounds

### Qualifications

- 5+ years of relevant professional experience working in a marketing and communications role, preferably in a non-profit or civics-related field
- 2+ years of experience managing staff, vendors, budgets, and/or communications campaigns
- Familiarity with Wordpress and Adobe design programs
- Able to work independently and take initiative in managing plans and achieving communications goals
- Rooted in values of equity and inclusion
- Impeccable written and oral communication skills
- Attention to detail, self-motivated, and entrepreneurial
- Passionate, artful, and a genuine desire make an impact

### Compensation

Starting salary is \$73,000-\$78,000 depending on experience including PTO, plus benefits. Benefits include 100% employer-paid medical & dental insurance, ORCA pass, and benefits associated with Impact Hub membership. Three weeks PTO annually plus the week between Christmas Eve and New Year's Day plus 8 additional paid holidays.

### To Apply

- Please send your résumé and cover letter along with one writing sample and/or a link to a website/portfolio
- Email application materials to [jobs@citizenuniversity.us](mailto:jobs@citizenuniversity.us) with the subject line Communications Director Application
- Applications will be reviewed on March 29, and the position will be open until filled
- Citizen University is an equal opportunity employer and we seek applicants with diverse backgrounds and experiences

More information on Citizen University and our team can be found at [www.citizenuniversity.us](http://www.citizenuniversity.us)