



Creating an Oregon where all mothers, caregivers, and families are economically secure.

Position Title: Communications Director

Reports to: Executive Director

Location: Portland, OR

Salary Range: \$75,433.14 - \$93,107.99

Classification: Full-Time; Regular; Exempt; At-Will

About Family Forward:

Family Forward is part of three affiliated organizations that center caregiving, amplify the voices of moms and caregivers, pass policies, and elect candidates who fight for our families to create more racial, gender, and economic justice.

We envision Oregon as a place where the unpaid and underpaid labor of caregiving is seen and valued, and the intersectional needs of caregivers are brought to the forefront of our societal systems, through the fulfillment of their importance, agency, and power.

The collective work of our three affiliated organizations centers care and caregiving, amplifies the voices of moms and caregivers, passes policies, and elects candidates who fight for our families, as we create more racial, gender, and economic justice.

Family Forward Oregon

We work collectively to educate and advocate for systems that elevate the vital work of care and caregiving in its many forms within our community.

Family Forward Action

We build the collective power of mothers and caregivers to actualize their agency to fight for racial, gender, economic, and reproductive equity.

The Mother PAC

The Mother Political Action Committee is a grassroots political action committee that works to endorse and elect more champions for care work in Oregon, especially those who identify as moms and caregivers and/or Black, Indigenous, and people of color.

About this Role at Family Forward:

Family Forward is an anti-racist feminist organization committed to racial, gender, and economic justice. The entire organization approaches its work using a transformational

organizing framework. It is critical that the Communications Director has a strong equity lens, and understands and is able to communicate about systems of oppression, transformational organizing, systems change and culture shift.

The Communications Director will be responsible for managing our overall strategy, messaging and communications -- supporting movement building, campaigns, organizational branding and messaging, organizing, and fundraising. The Communications Director will report directly to the Executive Director and will work collaboratively across teams to execute a communications strategy centered on uplifting the voices of mothers and caregivers. The Communications Director will supervise the Digital Communications Manager, ensuring they are effectively utilizing and expanding our digital footprint.

The Communications Director will serve as the key contact and cultivator of relationships with local and national media organizations. They will ensure the voices of mothers and caregivers are elevated to all levels of local and national journalism organizations.

The Communication Director will always use a race, gender, and economic justice framework in crafting equitable and effective communications. They will work directly with the impacted women and caregivers we organize and be part of building a transformational approach to the work. It is critical that our Communications Director understands and is able to communicate about systems of oppression.

The Communication Director will also play a critical role in helping keep the movement building team, as well as the full staff and volunteer Action Teams, updated on the latest best practices in growing our impact and presence, communications tools and strategies, and opportunities to highlight our movement locally and nationally. They will also provide direct support by way of talking points to the senior leadership team for all speaking engagements and press events.

You are right for this role if you are passionate about economic justice for mothers and caregivers, have a talent for building communications campaigns that build political power for impacted communities, and have meaningful experience elevating diverse voices and building strong relationships across media outlets. If you are looking for an opportunity to impact the lives of mothers and caregivers and have experience in political communications, we are eager to meet you.

ESSENTIAL DUTIES & RESPONSIBILITIES



Organizational Strategy, Vision, and Leadership

- Manage and steward a strong and effective organizational brand that conveys our core values and appeals to a variety of audiences.
- Manage all messaging and communications, working with all program areas including fundraising, organizing, policy, and campaigns.
- Develop and implement high-level communications strategies that will strengthen the organization, grow our list, strengthen the involvement of our volunteers, and build support and resources for our long-term mission and vision.
- Support the organizing staff with their communications and developing of materials, including but not limited to developing presentations, briefs, and base-building collateral.
- Train and support organizational spokespeople.

Core Operations

- Manage Communications Team, and any communications staff or contractors.
- Monitor and manage FFO/FFA/PAC websites and social media channels, develop engaging content for all, manage ongoing updates.
- Collaborate in the development of high-quality FFO/FFA/PAC print and email communications.
- Actively engage, cultivate and manage press relationships.
- Supervise the day-to-day activities of communications functions including budgeting, planning, and managing communications vendors and consultants.

Campaigns

- Develop and implement strategic communications plans for legislative policy campaigns and The Mother PAC's elections work.
- Provide communications support to our campaign-specific coalitions and electoral campaigns including drafting messaging, training partners, providing sample content/digests, and building communications toolkits.
- Manage campaign-specific websites and social media.

Fundraising



- Work with the Development Director to develop and implement grassroots and major donor campaigns, including strategizing and creating materials, and executing digital campaigns.
- Ensure quality and coordination across branding and execution of the fundraising campaigns and other organizational work.
- Support the development staff with their communications/materials, including donor outreach and stewardship materials, presentations, and event-specific collateral.

REQUIRED SKILLS & ATTRIBUTES

- Is values-driven and has a strong, demonstrable, commitment to feminism, racial justice and economic justice. Is committed to Family Forward's mission.
- Has experience with and commitment to working in a multi-racial environment.
- Has experience building and maintaining strong relationships with journalists and media outlets.
- Has experience pitching media outlets and ability to understand Oregon's media landscape.
- Has experience working on political or legislative campaigns.
- Has excellent written communications skills.
- Has proven skills in content creation across media types using images and video.
- Has a learning orientation toward work. Willing to take on small or large tasks, and to try new things.
- Works well independently but also enjoys being a part of a small, dynamic, productive team.
- Has experience managing others and/or managing a team.
- Has excellent time and project management skills and the ability to juggle competing priorities and deadlines in a fast-paced environment. Ability to pivot and respond quickly to unexpected situations.
- Has an understanding of transformational organizing, advocacy and the local political landscape.
- Takes initiative and has strong problem-solving skills, but also knows when to ask for help.
- Has a strong understanding or willingness to engage in deep movement building, alongside achieving policy and political wins.
- Has excellent critical thinking and judgment.
- Can be available for some evening and weekend activities.



- Is skilled in a range of technology tools including managing an email platform, using design programs like InDesign or Canva, using Facebook for organizing and public education, familiarity with the VAN, and managing/maintaining websites.
- Has experience managing projects across peers, programs and teams.
- Can translate technical or policy concepts into materials for a broad, diverse Audience.
- Has two to five years or equivalent communications experience with increasing levels of responsibility.

ADDITIONAL PREFERRED SKILLS (BUT NOT REQUIRED)

- Bilingual-Bicultural Spanish/English skills.
- Personal experience with being impacted by the issues we work on.

TO APPLY

People who identify as Black, Indigenous and/or people of color, queer, transgender, gender nonconforming people, mothers and other people with caregiving responsibilities, and people with disabilities are strongly encouraged to apply.

Please submit your resume and a cover letter by emailing jobs@familyforward.org with "Communications Director" in the subject line. Your cover letter should speak to your relevant experience and your passion for the movement for racial, gender, and economic justice.

Applications will be reviewed and applicants invited to phone screens on a rolling basis. This job posting will remain open until filled. Applicants are encouraged to apply by 9am on Monday, April 8th, 2024.

Family Forward Action is an Equal Opportunity Employer. We do not discriminate on the basis of race, creed, color, national origin, sex, age, sexual orientation or disability.

