



## Position Announcement Communications Director

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**Reporting To:** Co-Executive Directors

**Employment Classification:** Full-Time, Overtime Exempt

**Salary:** \$53,000

**Start Date:** As soon as possible

### Benefits:

- **Medical insurance** (100% of premiums paid by The Street Trust) effective on the first of the month following your start date.
- **Dental, Life, & Long-term Disability insurance** (100% of premiums paid by The Street Trust) effective on the first of the month following start date.
- **Retirement plan** with contributions from The Street Trust equalling 2% of your salary, effective on 1/1/2021
- **Generous Paid Time Off Plan** with 1 month of PTO in first year and additional PTO in subsequent years

### Who We Are:

We are a non-profit transportation justice organization working to promote bicycling, walking, and public transit. Since 1990, The Street Trust has worked in partnership with citizens, businesses, community groups, government agencies, and elected officials to create communities where people can meet their daily transportation needs through active transportation.

### Work Culture at The Street Trust

With the recent departure of our previous Executive Director, The Street Trust has moved away from a traditional, hierarchical, organizational structure. We currently have three co-directors who collectively, in collaboration with the rest of the staff, manage the organization. We believe that having a flatter organization provides staff with the autonomy necessary to excel in their roles and find greater fulfillment at work. Given this, our Communications Director will have a great deal of freedom to develop and execute the communications strategy of the organization, and will have a voice in organizational decision making.

We believe that maintaining a proper work/life balance is essential to maintaining a healthy and effective organization. Given this, we strive to maintain a workload of no more than forty hours per week. While there will be some occasions when employees need to work more than forty hours in a week, or need to work after hours or on the weekend, these occasions are the exception rather than the rule.

**Position Summary:**

The Communications Director will be the sole member of our communications department and will be responsible for our external communications work. Some of the position's primary responsibilities include:

- Creating and managing our communications strategy and calendar, and identifying and eliminating inefficiencies in our communications workflows.
- Producing content (both text and graphics) for publication on our website, social media, and in print
- Collaborating with other members of the team to write content for campaigns.
- Serving as a media spokesperson, writing and pitching positive, message-based stories, and responding to events.
- Posting content to The Street Trust's social media platforms in accordance with social media best practices
- Website maintenance - ensure that new and relevant information is posted regularly
- Manage email campaigns in accordance with broadcast email best practices.
- Identifying opportunities to grow our contact lists and engage with additional stakeholders
- Staying current with both digital media and relevant popular culture/general news trends and platforms to ensure that we are taking advantage of new opportunities.
- Leading a marketing committee comprised of board members and other volunteer stakeholders.

**Job Requirements :**

- An understanding of how racism, sexism, and other forms of systemic injustice intersect with the work of nonprofits like The Street Trust. In particular, candidates must understand how a commitment to diversity, equity, and inclusion should inform an organization's communications work.
- Excellent verbal and written communication skills
- At least two years of experience in a similar position
- An understanding of best practices for broadcast email and experience using broadcast email platforms like Mailchimp to engage audiences
- Ability to efficiently produce basic graphics for internet and print use
- Experience engaging with audiences on social media platforms including Facebook, Twitter, and Instagram and an understanding of general social media strategy
- Ability to work in a collaborative team environment, pitching in occasionally to assist with things like phone banking and special events
- Ability to manage a large workload, effectively handle competing priorities, and identify and eliminate inefficiencies in workflows
- Ability to serve as a spokesperson in video and radio interviews and in face-to-face interactions with members of the general public.
- Comfortable with video conferencing and remote office tools.



**Desired (Not Required) Skills & Experience:**

- Fluency in one or more additional language(s) spoken in Portland's marginalized communities, (e.g. Spanish, Somali, Vietnamese)
- Familiarity with the transportation ecosystem of the Portland metro area and specific experience in nonprofit work.
- Familiarity with Salesforce, the Google Suite (Google Drive, Google Docs, Etc), Drupal and Mailchimp

**Equity/EEO Statement**

We envision a community where everyone, from all racial backgrounds, has access to safe, healthy, and affordable transportation options in their neighborhoods. We want all residents to share equally in the prosperity created by investments in active transportation regardless of race, income, and socio-economic status.

The Street Trust is an equal opportunity employer and does not discriminate on the basis of sex, age, race, color, religion, marital status, national origin, disability, sexual orientation, veteran status, or other protected status in accordance with applicable federal and state equal employment opportunity laws. Candidates of color are strongly encouraged to apply. The Street Trust is committed to building a culturally diverse and inclusive environment. The organization is committed to racial equity across the organization: in our service to stakeholders, in our workforce composition and practices, and in our organizational culture. Applicants with disabilities may request accommodation to complete the application and selection process.

**Application Procedures:**

Submit a cover letter, resume, and exactly two work samples in PDF format to [hiring@thestreettrust.org](mailto:hiring@thestreettrust.org). **Since our hiring team will be using your resume and cover letter to determine whether you are qualified for the position, you are strongly encouraged to make sure that your submitted materials show that you satisfy the job requirements listed above.** Please put "Communications Director" in the subject line.

Due to COVID-19, The Street Trust's staff is anticipated to work remotely for at least the rest of the calendar year. Given this, all interviews for this position will be conducted over phone or video meetings.