



Position Description

Communications & Development Manager

Reports To: Executive Director

Supervises: Digital Media Coordinator

Compensation: \$75,000 - \$80,000 DOE (36-hour work week)

Benefits: Medical insurance (100% of premiums paid by The Street Trust); dental, life, & long-term disability insurance (100% of premiums paid by The Street Trust); SIMPLE IRA retirement plan with contributions from The Street Trust equalling 2% of your salary; flexible time off policy with generous paid leave and ten-paid holidays annually

Employment Classification: Full-time, exempt

Anticipated Start Date: August 1, 2024

Location: Hybrid, with Lloyd Center HUB in Portland Metro Area, Oregon, USA

About The Street Trust: The Street Trust is a membership advocacy organization representing street users from across the Portland Metro area. We advocate to break the political gridlock to address unsafe and incomplete public streets that threaten lives and livelihoods, and to win policy and investments that save lives, reduce barriers, and expand opportunities to the people and neighborhoods our current system neglects.

About the position: The Communications & Development Manager is a dynamic and creative self-starter responsible for crafting and implementing strategic communication and development initiatives. This role requires a strong understanding of both communications and fundraising principles in a political advocacy context, a knack for storytelling, and the ability to engage diverse audiences. It requires attention to detail and commitment to maintaining message consistency and brand identity. Given the small size but high visibility of our organization, the ideal candidate must be a strong organizational and project manager as well as a cheerful collaborator with external partners and media. They will work closely with the Executive Director and other team members to ensure our message is clear and our fundraising efforts are effective. This position will supervise the Digital Media Coordinator position.

Position Responsibilities:

- Content Creation & Brand Management (30%): Oversee the production of digital, video, audio, and print content across all channels with a focus on communicating our impact and progress toward achieving our mission. Draft compelling stories, press releases, newsletters, and other materials to engage stakeholders and donors. This includes managing social media channels, overseeing content creation, and ensuring brand consistency across all platforms. Stay updated on media trends and relevant platforms to maximize communication opportunities.
- Fundraising & Development (30%): Work with the Executive Director to set and achieve fundraising goals; cultivate relationships with members, stakeholders, and prospective donors. Create and execute development plans that include member management, donor cultivation, grant writing, corporate sponsorships, impact reports, and special events. Identify and pursue new funding opportunities to support organizational growth.
- Strategy & Planning (10%): Develop and implement comprehensive communication and fundraising strategies to promote The Street Trust's mission, advocacy, and programs. Showcase and increase financial support for The Street Trust's transformative work, steward our reputation/influence, and increase awareness with donors, the public, and decision-makers.
- Data Analysis (15%): Monitor and analyze the effectiveness of communication and fundraising campaigns. Use data to make informed decisions and adjust strategies as needed for process and product refinement.
- Media Relations & Crisis Management (10%): Build and maintain relationships with media outlets, influencers, and community leaders. Maximize visibility and manage media inquiries. Develop and implement media and crisis communication plans to protect the organization's reputation and ensure timely and accurate information dissemination during news cycles.
- Collaboration (5%): Work closely with the Executive Director, staff, board, and external partners to align communication and fundraising efforts with organizational goals. Ensure that The Street Trust's unique role and impact is clear, even when working in coalitions or partnerships. Lead and mentor staff and volunteers in communications and development, training them on effective storytelling and representing the organization's impact and messaging. Collaborate to shape content for coalitions and campaigns, ensuring quality delivery and message consistency.

Skills and Qualifications

- An understanding of how racism, sexism, and other forms of systemic injustice intersect with the work of nonprofits like The Street Trust and how a commitment to DEI should inform all of our communications.
- Education, training, or background in Communications, Marketing, Journalism, Public Relations, or a related field. Political and/or nonprofit advocacy experience is preferred.

- 4–6 years experience in a similar role with proven success in communications, fundraising, and PR/media relations.
- 2-4 years experience managing projects and staff.
- Communications Skills
 - Exceptional ability to synthesize complex information and craft compelling stories for diverse audiences. Experienced in creating engaging content for newsletters, social media, email campaigns, and other channels to engage supporters and grow followers and contact lists.
 - Proficiency in managing and updating Wordpress websites and other digital platforms such as Slack, the Google Suite (Google Drive, Google Docs, etc), LinkedIn, Substack.
 - Graphic design, infographic production, photo and video editing experience.
 - Proficiency in monitoring and analyzing the effectiveness of communications initiatives and channels using metrics and feedback.
 - Fast learner, able to maintain proficiency across dynamic digital media trends, platforms, and best practices.
 - Flexible and fluent communicator comfortable across diverse audiences including VIPs/elected officials, subject area experts, grassroots/organization, grassroots/community, and others.
- Development Skills
 - Understanding of fundraising and advocacy campaigns and ability to shape content to support fundraising and advocacy efforts.
 - Familiarity with grant proposals, donor appeals, and fundraising campaign content development.
 - Proficient with sponsorship solicitation and fundraising event logistics.
 - Experience with EveryAction (or similarly complex CRM).

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
- Comfortable with video conferencing and remote office tools.

Why Join Us?

- **Impact:** Every project you touch will directly impact transportation systems and, more importantly, the lives of community members.
- **Innovation:** Thrive in an environment that encourages collaboration, creative thinking, and problem-solving.
- **Growth:** Benefit from professional development opportunities and mentorship.

- **Community:** Be part of a passionate, mission-driven team that values empathy, respect, and collaboration.
- **Flexibility:** Enjoy a hybrid work environment that offers flexibility to balance work and personal life.

How to Apply:

Please submit your resume, cover letter, and a work sample or portfolio as a single PDF to hire@thestreettrust.org with "Communications & Development Director Application" in the subject line by July 15th. In your cover letter, please speak to your relevant experience and passion for the mission of The Street Trust and your proven track record of success in similar roles.

Equity/EEO statement

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 accommodations to complete the application and selection process.

We Recognize Injustice & Commit to Justice

We offer transparent pay and competitive benefits. We hire without strict education requirements, recognizing that many candidates from low-income backgrounds, communities of color, gender and sexual minorities and the disabled face barriers to obtaining advanced degrees or work experience. We recognize increased diversity can only strengthen our organization and the victories we can achieve. We pay equitably and do not negotiate salaries, which can perpetuate pay gaps. Above all, we strive to hire people who come from the communities we serve and represent. Our staff are passionate about our vision of the future, respect the members and partners who make our organization so special, and share our commitment to equity, safety, and a clean, accessible transportation system for all.

The Street Trust acknowledges the foundation of our society on unjust principles like colonization, slavery, and discrimination, and recognizes that these systems still exist today, benefiting privileged groups. We are committed to abolishing discriminatory laws and repairing past and present harms. Our goal is to foster an inclusive, anti-oppressive culture within our organization, where everyone can thrive. We are dedicated to justice and breaking down barriers to full participation in society for marginalized communities, learning from failures and ensuring that just streets benefit everyone.