

**SENIOR DIRECTOR
COMMUNICATIONS & EXTERNAL AFFAIRS**
Greater Los Angeles, California



The Children's Partnership (TCP) is seeking a seasoned communications and external affairs professional to lead the development and coordination of our communications and community engagement strategies to help advance our issue areas and promote our organization. A member of TCP's leadership team, the Senior Director of Communications & External Affairs, a newly created role, is responsible for the management of relationships with external parties, including media, partners, and policymakers. The Senior Director strategizes, develops, and executes a strong multifaceted and multimedia communications and community engagement program to further TCP's strategic direction and advocacy objectives, promote strategic partnerships, advance TCP's position with relevant constituents, and drive broader awareness and donor support for the organization.

PRIMARY RESPONSIBILITIES

- Provide strategic counsel to future direction of TCP advocacy priorities and programs.
- Work with staff to identify internal and external communications opportunities and solutions, and develop comprehensive external public relations strategies and approaches for TCP's policy and program initiatives as well as to raise organization's profile and strengthen TCP's brand among key stakeholders and the public.
- Work with staff to identify community engagement opportunities, and oversee TCP's overall community engagement strategy and develop, actively engage, and cultivate strategic partnerships with key advocacy, community, state and national partners.
- Oversee TCP's ALL IN For Health Campaign—a school- and community-based health coverage and care education and outreach campaign—providing overall strategic direction to the activities of the Campaign and working closely with relevant staff to execute Campaign's priorities.
- Oversee TCP's legislative advocacy strategy & help determine legislative priorities and key relationship-building, working closely with TCP Director of Sacramento Government Affairs.
- Design and oversee execution of creative communications campaigns and targeted messaging narratives, and ensure consistent messaging across all editorial platforms.
- Drive strategies that elevate TCP's digital presence, including website and social media, and lead the generation of digital content that engages audience segments and leads to measurable action.
- Actively engage, cultivate, and manage press relationships, and identify new press/media outlets on a regular basis.
- Direct the production process and dissemination of TCP communications and advocacy products for a wide variety of audiences across program and organizational areas.
- Oversee the writing, editing, production, dissemination, and maintenance of all products and platforms (including press releases, advisories, statements, briefing memos, and pitch sheets), and ensure they are of high quality and created on time and on budget.
- Provide regular reports on outreach and impact, and incorporate this information into organizational and communications strategy development.
- Oversee the day-to-day activities of TCP's communications and external relations—including community engagement—functions, including budgeting, planning, and staff development.
- Work with other members of the executive team to assure communications and outreach functions are aligned with program & operations work.
- Pursue funding for communications-related activities.

Full-time position. Reports to President.

Salary: Commensurate with experience. Excellent health, retirement & other benefits. Some travel required.

QUALIFICATIONS

- Energetic performer consistently cited for unbridled passion for work, positive disposition & upbeat attitude
- Highly adaptable, mobile, positive, resilient, patient risk-taker who is open to new ideas
- Skilled at implementing and developing communications strategies, including areas of website, social media & press
- Superior management skills and the ability to influence and engage direct and indirect reports & peers
- Knowledge of issues related to children's health issues and information technology, a plus
- Ability to achieve results while dealing with ambiguity and a rapid pace of change
- Strong understanding of government advocacy and managing legislative priorities

EDUCATION & EXPERIENCE

- Bachelor's degree in journalism, communications, or related field (Masters, a plus)
- At least seven (7) years in communications field in a management or leadership role
- Commitment to & experience with nonprofit organizations (children's advocacy, health policy, and/or antipoverty work, a plus)
- Demonstrated experience and leadership in developing and implementing a comprehensive communications strategy to advance causes or policies
- Demonstrated track record of excellent professional writing, communication, and project management skills with the ability to manage multiple projects
- Experience working with and counseling senior management
- Experience in and strong understanding of developing and implementing media relations plans and proven ability in placing media stories and managing relationships with state/national contacts
- Experience leading digital and social media projects
- Reporter contacts in California with political or health beats
- Experience in public interest advocacy, public relations, or demonstrated equivalent experience

APPLICATION PROCESS

Email resume, cover letter summarizing interests & qualifications, and brief writing sample to search@childrenspartnership.org. State "Senior Director of Communications & External Affairs" in the subject line. No phone calls, please.

ABOUT THE CHILDREN'S PARTNERSHIP

Based in California and Washington, DC, The Children's Partnership is a strategy and policy center working to ensure that all children, especially those from underserved communities, have the resources and opportunities they need to grow up healthy and lead productive lives.