***Position Description:***

**SENIOR CONSULTANT, COMMUNICATIONS**

**Reports To:** Vice President, Thought Leadership

**Date:** February 2019

**Organizational Summary / Values Statement**

[Equal Measure](http://www.equalmeasure.org) is committed to expanding thought leadership and making meaningful contributions in the social sector. We partner with diverse stakeholders to test new ideas, shape innovations, and pilot creative approaches to ensure that community investments have optimal impact. Through our core services—program design, evaluation, capacity building, technical assistance, and communications—Equal Measure delivers insights that fuel sustainable social change, and each one of our employees becomes part of our unfolding story.

**Position Summary / Executive Overview of Position**

The *Senior Consultant, Communications* coordinates and implements thought leadership and strategic communications activities for Equal Measure. This position will play a pivotal role in contributing to the design, editing, and creation of external and internal communications products, announcements, media advisories, social media content, and project reports across all traditional and online channels. The successful incumbent will enjoy a dynamic and creative work environment and have the opportunity to expand his/her/their role as Equal Measure grows based on performance, current and future business needs (as determined by leadership), and progressive levels of contribution to our three core focus areas: project leadership and excellence; thought leadership and business development; and organizational leadership.

**Essential Duties and Responsibilities**

Project Leadership and Excellence (*external focus*)

* Establish, in conjunction with Vice President, Thought Leadership, processes to effectively partner and engage with staff in organizational communication and marketing efforts.
* Collaborate with project teams and clients to communicate results through Equal Measure’s project deliverables and work over the course of client engagements.
* Provide timely, constructive editorial and design feedback and assistance to project staff on publications and products created for external dissemination (and for client reporting when appropriate), e.g., dashboards, reports, issue briefs, blogs, presentation decks, proposals, etc.
* Work with clients and external stakeholders to coordinate the release and publication of external products, and support communications campaigns and promotional efforts.
* Interact directly with contractors, vendors, and other partners on various aspects of project delivery and strategic communications.
* Coordinate and manage project budgets and monitor expense and time tracking.
* Draft and create written and graphic design of Equal Measure and client communications products.
* Ensure consistent adherence to approved branding.

Thought Leadership and Business Development (*external focus*)

* Play an integral role on project teams by elevating and coordinating opportunities for thought leadership from Equal Measure and the client; Propose and develop targeted communication strategies aimed at Equal Measure audiences and stakeholders.
* Participate in the implementation of Equal Measure’s thought leadership strategy, focusing on activities such as: conducting outreach to national, regional, local, and trade media; curating and managing social media platforms; managing the annual conference calendar; identifying opportunities for new print and online content; coordinating the Equal Measure podcast series; managing the development of a blogging calendar, and working with staff to write and publish posts for the Equal Measure website and for external organizations; and developing content for the Equal Measure e-newsletter; among other projects.
* Oversee management of the Equal Measure website—including development of content, routine web maintenance and suggesting ideas to continually improve the site; serve as point of contact with Equal Measure’s external website designer and IT team.
* Work with project staff to coordinate all stages of publication production, from drafting through graphic design and dissemination and other related publication production responsibilities.
* Support staff in proposal development and scanning the social sector environment to opportunistically position the organization at the forefront of sector trends.

Organizational Leadership (*internal focus*)

* Maintain a helicopter view of Equal Measure strategy, programs, and goals—proactively identifying opportunities to leverage, promote, and communicate them to others.
* Contribute to the growth and success of the organization by writing, editing, and approving content for business development products and packages.
* Actively participate in staff meetings and manage the coordination of communication and marketing efforts for various Equal Measure committees.
* Participate fully with and contribute heavily to work, project, and leadership teams.
* Conduct and complete special projects as directed.

**Supervisory / Budgetary Responsibilities**

* Prepare and manage work plan timelines and budgets, monitoring expenditures related to—among other things—websites, branding, advertising, communications, printing, and external events (e.g., conferences and receptions).
* This position has no direct reports or supervisory responsibilities, but will coordinate the workload of Equal Measure’s Communications Consultant (internal position).

**Work Environment / Physical Demands / Travel Requirements**

* Traditional office environment with heavy computer work.
* Set-up/take-down of display and marketing tools/visual aids.
* Occasional domestic travel (up to 10%.)

**Education and Experience**

* Bachelor’s degree in a liberal arts field (e.g., English, communications, history) required. Master’s degree preferred.
* 5-8 years of general professional communications experience, with increasing levels of responsibility, is required.

**Job Knowledge, Skills, and Abilities**

*This person must be able to:*

* Produce well-written, clear, compelling, and concise content and products that highlight the value Equal Measure brings to its clients, partners, and the general public.
* Provide constructive and timely editorial guidance to staff on communications pieces and content.
* Understand how social media can be leveraged to further the Equal Measure brand, mission, and message.
* Promote the value and use of racially equitable policies and practices, intentionally applying a culturally-relevant lens and practice to communications and marketing efforts.
* Take complex information, distill the most salient components, and translate it for a diverse population of constituents.
* Use in-depth, practical knowledge of various communication channels such as traditional media, social media, and online venues (e.g., websites). Knowledge of Adobe Illustrator and WordPress is desired.

**Key Aptitudes and Attitudes / Competencies / “Power Skills”**

*This person must consistently display:*

Commitment to Personal Growth

* A keen interest in—and commitment to—Equal Measure’s client engagements in the non-profit, philanthropic, and social sectors.
* An awareness of his/her own strengths and areas for growth and development.
* A high level of intellectual curiosity and openness to continuous learning and development.

Content Knowledge and Expertise

* Both broad and deep knowledge of how to use a variety of communication channels to convey the organizational goals and purpose of Equal Measure.
* A strong desire to demonstrate, by example, the power of communication in all venues/channels (e.g., 1:1, groups, teams, meetings, conferences, mentoring, etc.).

Quality of Work

* An unwavering standard of excellence in terms of the accuracy and completeness of communications content, materials, and products.
* Creativity and innovation in terms of recommending the most effective venues of communication for specific topics and developing attractive and compelling marketing and communications pieces.

Project and Time Management

* The ability to balance workload with multiple project leads and teams and range of client projects, giving specific and targeted guidance and oversight to each.
* An awareness of how to schedule communications campaigns to fully exploit their release and gain maximum visibility for Equal Measure.

Problem Solving

* The capacity to think creatively, analytically, and critically.
* The aptitude to identify new avenues of promotion for our work and that of our partners.

Team/Staff Development

* An attitude of mentorship to junior members of project teams to increase their general understanding of strategic communications.

Flexibility

* Tolerance for ambiguity; must be adaptable and comfortable with prioritizing and coordinating multiple, competing priorities and adhering to floating project deadlines.

Organizational Contributions

* A keen sense of brand quality, standard, and consistency—presenting a unified, cohesive, and compelling image of Equal Measure to the outside world.
* Constant awareness of the entire suite of Equal Measure’s internal and external engagements and understanding of how to prioritize them while ensuring alignment of organizational goals with daily activities.
* Solid decision-making skills and the discernment to make good decisions about how communications resources should be spent—and commitments made—for optimal effect.

***Salary Range:*** $65,000-$75,000

***Deadline for Application:*** Friday, March 8, 2019

***The Senior Consultant, Communications will be required to perform other duties as assigned in order to contribute to organizational and client stewardship, service, and success.***

***Equal Measure values diversity, equity and inclusion (DEI). As a fundamental component of our commitment to DEI, Equal Measure adheres to a comprehensive* non-discrimination policy*. We do not discriminate against any person on the basis of race, color, creed, national or ethnic origin, religious or spiritual affiliation or non-religious or spiritual affiliation, age, sex, gender identity, sexual orientation, marital or parental status, disability, health, source of income, urban or rural geographic connection, familial class, immigration status, or status as a veteran in our employment practices, client engagements, and activities.***