



Location/Organization: Supporting Families Together Association- Madison, WI

Mission: We support and promote quality care, family resources and community education to enrich the lives of children, families, and caregivers.

Vision: We envision an environment where all children have the opportunity to reach their highest potential.

Purpose: To build and support an effective association of family support and child care systems which bring quality, strength-based services to all WI communities.

Position - Communications Specialist

100% FTE

Under the direction of the Co-Director of Programs & External Relations, the Communications Specialist will collaborate with staff to develop and implement communications plans for Supporting Families Together Association. The Communications Specialist will develop and design general and project specific materials for various audiences, including partners, members, stakeholders and the media. The Communications Specialist will manage contacts and media relations and will support and maintain the organization's online presence. The Communications Specialist will also advance the fund development work plan set forth by the organization. The position is based in Madison, WI.

Key Qualifications

1. Minimum of a Bachelor's degree in Communications, Public Relations, Marketing or a related field. Master's degree in a related field highly valued.
2. Minimum of 3 years' experience in communications or a related field is required. Experience in the nonprofit sector and/or early care and education field preferred.
3. Advanced communication skills, both verbal and written, including the ability to create high-quality organizational and programmatic communications materials and publications. Bilingual capacities highly valued.
4. Excellent interpersonal skills, including the ability to show discretion and judgment in working with various stakeholders and media contacts.
5. Must demonstrate creativity and design abilities. Must be able to follow and monitor established procedures and organizational chain of communications.
6. Must be able to manage and prioritize competing demands to meet shifting timelines and priorities in a team-based, collaborative environment.
7. Must be proficient in Microsoft programs, basic office technology, and be able to learn and train others on software tools. A proficiency in Adobe Creative Suite is required. Proficiency in web design applications, specifically WordPress is preferred.
8. Must be a self-starter with great attention to detail and excellent follow through.
9. Must be comfortable in a highly productive, fast-paced, multi-project office environment.

10. Possession of a valid Wisconsin Driver's License and current auto insurance.
11. Ability to travel and stay overnight.
12. Ability to work evenings and/or weekends, as necessary. While performing the duties of this job, the employee is frequently required to stand or sit for long periods of time. The employee must frequently lift or move up to 10 lbs and occasionally lift and move up to 40 lbs. Specific vision abilities are required by this job include close vision, distance vision, peripheral vision, depth perception and ability to adjust focus. The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of the job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential job functions.

Primary Responsibilities

Organizational Communications (25%)

- Develop, coordinate and implement culturally competent organizational communications plans and strategies in collaboration with staff.
- Create and publish communications materials that speak to various stakeholders, including funders, partners, members, child care providers and parents. These include, but are not limited to newsletter articles, online digests, annual reports and e-blasts.
- Monitor media converge on childcare issues. Develop and maintain media relations and create media resources, including press releases, advisories, media kits and an online press center.
- Update and maintain the organization's online presence, including the maintenance of website copy and implementation of social marketing strategies.
- Further develop and maintain the organization's branding efforts.

Programmatic Communications & Marketing (55%)

- Develop, coordinate and implement programmatic culturally competent communications plans and strategies in collaboration with staff, statewide partners and various stakeholders.
- Work with state and community-based partners on coordinated communications and marketing efforts to advance the impact of programming, including Child Care Resource & Referral Services and YoungStar.
- Create and publish success stories regarding various programming efforts.
- Develop branded and co-branded marketing and communications materials to promote services provided statewide.
- Cultivate earned media opportunities to feature various programming successes statewide.

Outreach Support (15%)

- Manage the organization's contacts using Constant Contact or other web-based tools.

- Collaborate with staff and partners to plan and coordinate events for the organization, including meetings, trainings, tabling events, and conferences, fundraisers, etc.
- Support the Fund Development and Outreach and Education Board Action Teams, which involves participating in conference calls and meetings and supporting action team members in forwarding work plans.
- Work with SFTA's Membership Coordinator to build core, affiliate and individual memberships.

General (5%)

- Actively participate in monthly staff meetings.
- Support agency mission, vision and strategic aims.
- Support the development of grant proposals.
- Other duties as assigned.

Compensation:

- Depending on experience, annual salary ranges from \$33,000-\$46,000 (1.0 FTE)
- Generous time off policy
- Benefits available
- Flexible schedule

SFTA is an equal opportunity/affirmative action employer. We promote excellence through diversity and encourage all qualified individuals to apply.

Please send a letter of interest, resume, references, a communications writing sample (preferably a press release or newsletter article) and a publication design sample (preferably a brochure, webpage or flyer) to:

Ger Thor, ger@supportingfamilies.together.org, Supporting Families Together Association, 700 Ray O Vac Dr, Suite 6, Madison WI 53711 by June 28, 2013.

SFTA completes background checks prior to official hire.