Job Opening: Communications Manager

Title: Communications Manager
Employment classification: Full-Time, exempt
Salary range (dependent on experience): $72k - $82k, including health, vision, and dental benefits, 401k, professional development stipend
Work schedule and structure: In-person (Berkeley, California), 4-day work weeks plus flexible vacation time
Anticipated start date: Flexible, July 15 - August 31, 2024

Summary
Girls Garage is a nonprofit design and building program and dedicated workspace for a diverse community of girls and gender-expansive youth ages 9-18. We provide free and low-cost after-school and summer programs in carpentry, welding, architecture, engineering, and activist art—our programs equip young people with the tools they need to build the world they want to see.

We are seeking a strong Communications Manager who can amplify our mission and our students’ voices, create compelling, beautiful content for our marketing channels and website, and serve as a point of contact for our community.

Responsibilities + Required Skills

Marketing + Communications

● Execute an ongoing organizational communications plan related to programming, development, our book, PR, news, and events
● Manage social media accounts (Instagram, Facebook, X, YouTube, LinkedIn), including designing imagery, writing and publishing posts, moderating comments, and raising engagement
● Use your excellent writing and editing skills to speak to multiple audiences, ranging from parents and students to funders, partners, and our general public
● Write, create visuals for, edit, and send email newsletters (Mailchimp)
Maintain website and publish new content including project portfolio pages, blog posts and news, organizational copy, and program page descriptions (WordPress). Familiarity with HTML and CMS management will be helpful.

Develop and pitch new content and media ideas to expand our reach and reputation, PR experience is a plus.

Manage online shop e-commerce, including adding or removing products, maintaining inventory, and shipping out orders in a timely manner.

**Design + Brand**

- Maintain a strong, consistent brand story through words and graphics for the organization.
- Utilize existing brand kit to produce on-brand, fresh content.
- Use design literacy and best practices across typography, composition, photography, and color to ensure effective, good-looking messaging.
- Leverage your solid Adobe Creative Suite (Illustrator, Photoshop, InDesign) skills to produce and edit digital and print assets including social media posts, event and press announcements, campaign banners, flyers, website imagery, reports, and other collateral.
- Collaborate with our branding and design agency, Firebelly Design, to create extra-special branded items including merchandise, apparel, and large scale graphics.

**Fundraising**

- Work alongside Director of Development to craft written and visual content for fundraising, partner outreach, and donor cultivation.
- Support organizational fundraising events and campaigns.
- Find new opportunities to inject fundraising calls-to-action within day-to-day communications and build natural paths for visitors/followers to become donors.

**Community + Relationships**

- Serve as the first and primary point of contact for incoming communications, media requests, and customer service issues. This includes management of our info@girlsgarage.org inbox.
- Support outward-facing communication to families, program participants, donors, and the wider Girls Garage community.
- Support internal program communications with staff, instructors, partners, board members, and other stakeholders.
- Use Google G Suite, Microsoft Office, and a range of other software and apps to assist with documentation and administrative communications.
- Attend and support public events, workshops, and programs.
Understanding what is happening in our programs, stay engaged, and use comms tools and technology to improve our effectiveness at communicating with our community.

Culture and Values

Our girls and gender-expansive youth are our North Star. We go the extra mile, usually more, to empower the young people we serve. We do things our way, with our love for our community and our work driving our actions. We are honored to share learning space with our students, many of whom have been with us for 5 or more years, and we take these long-term relationships seriously and with great care. You should look forward to engaging with students and their families in-person and online. Experience in youth-facing education or school environment preferred.

The Girls Garage staff is a small, close-knit group that collaborates deeply to accomplish our goals, so we need someone who is both self-motivated and team-oriented, willing to take the lead on new projects and to execute the ongoing communication needs of the organization. We wear a lot of hats; you should be flexible and ready to pitch in. We also have lots of fun, laugh a lot, and support each other as professionals and as people. And we value ongoing learning and will support your desire to hone and share new skills.

We talk about hard things. Social justice is baked into our programs and we often evaluate and respond to current events. We’re frequently pivoting to find the right approach and messaging that best supports our students and advances our mission. An expansive understanding of and commitment to intersectional feminism and social justice are required.

We all have a high level of craftsmanship and attention to detail in everything we produce. Similarly, your contributions—across communications, design, and writing—should be impeccable.

Next Steps

Read this job posting in full and browse our website and social media to check that our mission, programs, and approach align with your own personal values before applying. In your interview, be prepared to discuss why this work is important to you and the world, and what you can specifically contribute, more so than anyone else, to help our students build a better world.

Send your application to info@girlsgarage.org with the subject line Communications Manager: [Your Full Name]. In the email, please include:
● A pdf copy of your resume as an attachment
● A note about why you are excited to join our team and the unique skills that you will bring to the role
● A link to your LinkedIn profile, if you have one
● 3-5 samples of your work, both professional writing and visual/design work, e.g. link to your portfolio, link to published writing, link to active campaign, and/or attached PDF

We will be accepting applications, reviewing applicants, and conducting our interview process on a rolling basis. We expect to conclude interviews starting in early July, and the first day of employment can range from July 15 to August 31.

Equal Opportunity Employer

Girls Garage is an equal opportunity employer. All applicants will be considered for employment without attention to race, color, religion, sex, sexual orientation, gender identity, national origin, veteran or disability status.