



## Communications Coordinator

### About Let's Grow Kids

Let's Grow Kids is a 501(c)3 systems-change organization leading a statewide campaign to solve Vermont's child care crisis by 2025. With more than 35,000 supporters from all walks of life, Let's Grow Kids is engaging and empowering people to call for change; reforming early childhood education policy to be inclusive, and culturally informed; and implementing solutions in partnership with early childhood educators to prepare Vermont's child care system for increased public investment. Let's Grow Kids works in partnership with Let's Grow Kids Action Network, a 501c4 organization building the political will necessary to pass laws that fund and sustain an equitable child care system. Let's Grow Kids' campaign will sunset in 2025 upon fulfilling its mission to change policy, substantially increase public investment in Vermont's 0-5 child care system, and support policy implementation.

Our culture is dynamic, highly collaborative and driven by the following core values:

- **Commitment to Children:** We believe that investing in the wellbeing of children birth to five is a catalyst for positive social change.
- **Inclusion:** We are building an organization, movement and system that promotes equity and diversity.
- **Collaboration:** We support each other and our partners to realize shared success.
- **Agility:** We adapt readily to our environment to ensure we're in the best position to achieve our goals.
- **Strategy:** We take a focused, coordinated, data-driven approach to achieving our goals.
- **Transparency:** We are intentional about sharing clear and timely information about our work, priorities, mission, and values.

### Role of the Communications Coordinator

Let's Grow Kids (LGK) is seeking a creative, passionate, and inspired communicator to join our communications team. The Communications Coordinator will report to the Senior Manager of Communications and Media Relations and will be responsible for supporting the communications team in researching, creating, and disseminating compelling media content that reflects the Vermont Child Care Campaign brand and our dynamic work, and inspires Vermonters to join the movement for high-quality, affordable child care in Vermont.

This is a highly collaborative position with shared projects throughout the communications team.

### Responsibilities

- **Writing and Design:**

- Collaborate with Communications Team members on development of graphics, one-pagers, presentations, flyers, ads, campaign literature, and print and digital promotional materials and creative.
- Support writing, review, and approval of email and social media content and scheduling in collaboration with digital media firm.
- Collaborate with LGK's Communications Team members to provide support with story development, blog development, drafting op-eds and press releases.
- ***Digital Media Creation and Coordination:***
  - Support writing, design, review, scheduling of digital media, social, email, website content and other duties, in collaboration with Communications Team and digital media firm.
  - Assist in managing content development and projects by digital media firm.
- ***Communications Systems Support:***
  - Support the Communications Team in the management and maintenance of communications content and financial management systems, including SharePoint webpage development, credit card and invoice processing, as well as database supports.
  - Update and maintain website, work with web developer.
- ***Advocacy and Events Support:***
  - Support advocacy event planning.
  - Staff CEO and members of Leadership Team at events; this includes attending events in-person, staffing work, taking photos, and live social media posting.
  - Work closely with all LGK teams to gain insight and new content ideas to promote and increase engagement across all channels and target audiences.
  - Attend events to collect stories, videos, and photos and live post as needed.
  - Other duties as assigned.

## **Qualifications**

A well-qualified candidate will possess the following:

- Commitment to collaboration.
- Strong writing, editing, and storytelling skills, and the ability to tailor voice for different channels.
- Commitment to excellence with a drive to continually learn and stay informed about best practices in the fields of nonprofit communications and marketing. Ongoing training and coaching provided.
- Strong understanding of digital communications, including social media, email, and web. Knowledge of Adobe Creative Suites, Canva, website editing, video/smartphone filming/editing, and/or HTML a plus.
- Energetic and organized self-starter with a strong work ethic and the ability to work both collaboratively and independently.
- Ability to work with all LGK staff, clients, and vendors to collect and develop stories for a range of platforms and media.
- Sound editorial and ethical judgment.

- Three years of relevant experience.
- Strong commitment to Vermont's children and families.
- Strong commitment to LGK's core value of inclusion as we strive to build an organization, movement and system that promotes equity and diversity.

This position is full-time, may include some nights and weekends, and is based at the home office in Burlington, with the potential to work remotely and/or in our Montpelier office.

### **Compensation**

Salary range is \$52,500–\$62,500 plus a competitive benefits package that includes paid family leave and contribution to child care costs.

### **To Apply**

Please submit one document containing a cover letter (including your interest and/or commitment to LGK's mission and the core values that guide our work) and résumé through Acquire4Hire by November 14<sup>th</sup>:

<https://vtsharedservices.acquire4hire.com/careers/details.json?id=61445&source=17>. Desired start date is mid-December.

*LGK values a diverse workplace and strongly encourages women, people of color, LGBT individuals, people with disabilities, members of ethnic minorities, foreign-born residents, and veterans to apply. Let's Grow Kids is an equal opportunity employer. Employment decisions are based on merit and business needs, and not on race, color, religion, gender, gender identity, sex, age, marital or civil union status, national origin, ancestry, sexual orientation, place of birth, citizenship, military or veteran status, HIV status, genetic information, disability, or any other legally protected status as defined and required by state and federal laws.*