



Let's Grow Kids Media Relations & Communications Manager

About Let's Grow Kids

Let's Grow Kids is a nonprofit organization whose mission is to ensure affordable access to high-quality child care for all Vermont families who need it by 2025.

To accomplish our mission, Let's Grow Kids (LGK) is piloting innovative solutions in Vermont to strengthen the existing child care system for the children of today and build a grassroots movement calling for long-term change for the children of tomorrow. We are inspiring Vermonters from all walks of life—families, early childhood educators, employers, philanthropists, health care providers, legislators—to join the movement and support statewide policy change and increased investment in our children when it matters most.

In January 2021, LGK and Let's Grow Kids Action Network (LGKAN) publicly launched a three-year legislative campaign to enact new long-term, sustainable funding for Vermont's birth to five child care system. Intense organizing is needed to succeed as we step into the next phase of our political strategy.

Our culture is guided by these 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 promote equity and diversity.
- **Collaboration:** We support each other and our partners to realize shared success.
- **Agility:** We adapt readily to our environment in order to achieve our goals.
- **Strategy:** We take a focused, coordinated, data-driven approach to our work.
- **Transparency:** We are intentional about sharing clear and timely information about our work, priorities, mission, and values.

Our Commitment to Anti-Racism

We commit our organization, our movement, and ourselves to being anti-racist in all aspects of our work, to use our platform to raise Black voices, and to create an equitable early childhood education system that advances racial justice for the next generation of Vermonters. We commit to listen actively, to learn openly, and to examine and question our privilege and tolerance of systemic racism, in order to disrupt structures of oppression.

Overview

The Media Relations & Communications Manager is a communications specialist responsible for informing and implementing earned media and storytelling strategies to enhance the brand, messaging, and public image of LGK and Vermont's Child Care Campaign in order to achieve campaign goals and organizational mission.

Responsibilities include:

- Developing responsive earned media strategy to achieve LGK's campaign communications goals with input from Communications Director and Campaign Director.
- Serving as the organization's media liaison.
- Building strong relationships with local and national reporters and media and proactively identifying, pitching, and pursuing local and national press opportunities for coverage, interviews, stories, and quotes.
- Developing clear, concise, and compelling public messaging content and stories for dissemination to the media via press alerts and releases, social media, websites, and other distribution channels aligned with high-level communications strategy and priorities.
- Supporting Communications team and LGK leadership in responding rapidly to press inquiries and oppositional content and developing and implementing crisis communications plans.
- Supporting the development of strong internal and external campaign surrogates/spokespeople:
 - Internal: Working closely with LGK leadership and staff with written talking points and coaching in preparation for media interviews.
 - External: Working closely with LGK teams to cultivate Vermont community and business leaders as key spokespeople for the Child Care Campaign. Creating and delivering educational resources and other supports necessary to prepared spokespeople to be informed, persuasive, and effective campaign surrogates.
- Working with LGK teams and supporters to identify and develop compelling stories to support campaign messaging.
- Organizing media-oriented promotional events such as press tours and conferences, briefings, interviews, etc.
- Daily tracking of the media landscape to keep internal teams up-to-date on the latest industry media news.
- Working with senior content manager to post relevant media and story content to digital channels (website, social media, email, etc.), share internally, respond to, etc.
- Tracking and sharing earned media data and impact.
- Developing, updating, and sharing current key talking points for staff.
- Leading, managing, and supporting additional projects as needed.

Qualifications

A well-qualified candidate will possess the following:

- Interest in and passion for the mission of Let's Grow Kids;
- Two to three years' experience working closely with journalists and responding to media requests. Experience with Vermont media preferred but not required.
- Impeccable writing, editing, and storytelling skills. Experience writing, editing, and disseminating press releases.
- Experience planning and executing virtual and in-person press events.
- Experience pitching stories, concepts, and ideas to local and national media outlets.
- Passion for following/staying current on the latest news media and best practices in earned media strategies.
- Passion for data integrity and attention to detail.
- Self-directed, proactive, and adept at working in a collaborative team setting.

- Experience and confidence managing multiple, simultaneous projects successfully.
- Interest and ability to work across diverse cultures and constituencies and participate actively in the organization's diversity, equity, and cultural competency efforts.
- Ability to use the principles of integrity, respect, humility, and equity internally and externally to advance departmental and organizational goals and outcomes.
- Proficiency in Microsoft programs; experience with social media platforms preferable but not required
- Ability to travel throughout the state of Vermont as required.

Location

This is a full-time position based in Vermont. While we are currently working more remotely due to COVID-19, we expect to return to a hybrid model of remote and in-person work in our Burlington and Montpelier offices in the near future.

Compensation

The salary range begins at \$55,000 alongside competitive benefits package including paid family leave and contribution to child care costs.

To Apply

[Please click here to apply](#) for the Media Relations & Communications Manager position. Applications will be accepted on a rolling basis.

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 require by state and federal laws.