



Let's Grow Kids Media Relations 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 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.

Overview

The Media Relations Coordinator is a communications specialist responsible for informing and implementing communications 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

The position responsibilities include:

- Supporting the Communications team and LGK leadership in responding to press inquiries; serve as the organization's secondary media liaison, after the Director of Communications.
- Developing, updating, and sharing current key talking points for staff.
- Under direction from the Director of Communications, helps develop clear, concise, and compelling public messaging content 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 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.
- 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 child care news.
- Tracking and sharing earned media data and impact.
- Supports the Director of Communications and LGK leadership in managing public-facing events and scheduling.
- 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 in the field of Communications, Public Relations, or political campaigning.
- Experience working with journalists and responding to media requests. Experience with Vermont media preferred but not required.
- Impeccable writing, editing skills. Experience writing, editing, and disseminating press materials.
- Experience planning and executing virtual and in-person press events.
- 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 supporting multiple, simultaneous projects successfully.
- Interest and ability to work across diverse cultures and constituencies and participate actively in the organization's diversity, equity, and inclusion 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.
- Ability to travel throughout the state of Vermont as required.

Compensation

Salary range is \$55,000-\$65,000 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 and résumé through Acquire4Hire:
<https://app.acquire4hire.com/careers/details.json?id=92250&source=17>

The deadline to apply is Monday, October 23rd. Desired start date is by January.

We are committed to building a work community that is inclusive and represents a vibrant diversity of background, experience, perspective and thought. Candidates across all markers of identity (age, race, gender, ability, communication styles, nationalities, etc.) are highly encouraged to apply.