

LA's BEST Afterschool Enrichment Program
COMMUNICATIONS MANAGER
(Job Posting - 9/19/2023)

About LA's BEST

Established 35 years ago, LA's BEST is a safe and engaging afterschool enrichment program for elementary school students in neighborhoods with the highest needs, yet fewest resources. Beyond academics, our programming nurtures social and emotional connections with trained and caring adults. LA's BEST prepares and inspires staff to empower children to create lives full of choices and supports working families across Los Angeles.

LA's BEST is a unique partnership between the private and public sectors providing afterschool enrichment. Los Angeles Unified School District (LAUSD) operates the program. Advocating for public, government allocations and fundraising from the private sector comprise the nonprofit entity. These branches collaborate to maintain, expand and enhance equitable programming that benefits staff, children and working families living across Los Angeles.

Job Overview and Responsibilities

Reporting to the Director of Communications, the Communications Manager will help manage LA's BEST outreach through social media, e-blasts, solicitations and marketing materials and maintain updates on the website. This team member will gather content with a storytelling approach, with and for, LA's BEST stakeholders including prospective supporters, staff, donors and families. The successful incumbent will draw on their design skills and experience in digital communications, social media management and basic website maintenance. This is a new position, filling a significant need of the organization. Core responsibilities may include:

- Collaborating with the Director of Communications to establish the organization's strategic communications calendar and execute efforts to meet the organization's goals.
- Writing and editing content for multiple audiences using various communication tactics and strategies.
- Gathering content by taking photos and videos at sites and during events with staff, students, donors and public and private partners.
- Conducting interviews with stakeholders including staff, students, families, supporters, board members, alumni, other leaders in afterschool and the community.
- Creating, posting and evaluating all social media efforts on Instagram, Facebook, LinkedIn and X (and possibly other platforms) using Sprout Social and other analysis platforms.
- Staying current on all social media trends and platforms.
- Driving paid social media advertising, including but not limited to recruitment and fundraising.
- Assisting with capturing social media engagement in Salesforce.
- Conceptualizing, writing and designing e-blasts that inspire action and maintain best practices frequency.
- Assisting with developing solicitations that strive to convert supporters to donors and increase donor engagement such as fundraising and volunteerism.
- Creating marketing materials for public partnerships, private fundraising and operations to reach target stakeholders.
- Assisting with media outreach and responding to earned media inquiries.

- Maintaining and updating the organization's website via WordPress.
- Organizing photos, videos and all marketing materials in platforms such as Canva and a cloud-based photo organization system.

Core Competencies

- Proactive and flexible in a changing and fast-paced environment, while working with tight resources and a small team.
- Ability to manage and prioritize concurrent projects with grace and meet deadlines.
- Ability to communicate clearly, warmly and professionally while representing LA's BEST (in-person and written) with diverse stakeholders and audiences.
- Eager to continue learning and developing within the role; excited to take on new challenges with support and outlined deliverables.
- Culturally responsive and committed to diversity, equity, and inclusion.
- Adept at using technology and working remotely with colleagues to facilitate daily work.
- Committed to the mission, vision and values of LA's BEST.
- Excellent editing and grammar skills.
- Collaborative approach to work with strong listening skills and a desire to seek and synthesize input and feedback from a variety of sources.

Qualifications and Experience Requirements

- Bachelor's degree required, preferably in communications or related fields.
- At least 5 years of relevant work experience in communications. Nonprofit experience with an understanding of donor engagement is also preferred.
- Extensive experience and knowledge in creating and posting via social media.
- Experience developing multi-year and single-year communication campaigns including fundraising and engagement strategies.
- Proficiency with communications and project management tools, Microsoft Office & Google Workspace applications, MailChimp, Canva, Asana and Salesforce - understanding of Salesforce Marketing Cloud Account Engagement preferred, but not required.
- Light design/editing experience in Adobe Creative (Illustrator, Photoshop, InDesign, etc.).
- Familiarity with Los Angeles communities and communities served by LA's BEST.
- Spanish language proficiency is preferred, but not required.

Compensation

\$76,000 - \$94,000; commensurate with experience.

Work Location

Currently, there is a hybrid work environment with two days per week required at the office in downtown Los Angeles. Occasional evening and weekend work is required for events throughout the year. Candidates must also be able to travel to school sites and meetings/events within LA County on a semi-regular basis and have access to reliable and timely transportation.

Company Benefits

LA's BEST provides employer paid medical, dental, & vision insurance for employees, life insurance, short-term and long-term disability coverage, 401(k) retirement plan with a 4% match after one year of continuous employment, flexible time off, cell phone stipend, flexible spending account, and other benefits.

Mileage is reimbursed for work-related functions throughout Los Angeles County, outside of the normal commute to-and-from the office in downtown Los Angeles, and parking in downtown LA near the office will be provided (or a public transit stipend).

Equal Opportunity

LA's BEST is an equal opportunity employer (EOE). Qualified applicants are considered for employment without regard to age, race, religion, gender, sexual orientation, national origin, and disability or veteran status. If you need assistance or an accommodation during the application process because of a disability, it is available upon request (LA's BEST is pleased to provide such assistance, and no applicant will be penalized as a result of such a request).

How to Apply

Please submit a resume and cover letter to hiring@lasbest.org with "Communications Manager" in the subject line. Applications will be accepted on a rolling basis until the position is filled.