



### **Communications Coordinator**

Applications will be accepted on a rolling basis until filled.

Critical Exposure (CE) is looking for a full-time Communications Coordinator who is passionate about our mission to train youth of color in Washington, DC to harness the power of photography and their own voices to fight for education equity and social justice.

#### **ABOUT CRITICAL EXPOSURE**

A nonprofit organization in Washington, DC, CE develops the leadership capacities and collective power of Black and Brown DC youth. Through campaigns and visual storytelling, CE youth raise their voices in conversations about school and community concerns in order to build the public support and political will needed to address the issues they face. CE is developing a new generation of leaders who possess: the tools to express themselves; the creativity to imagine new solutions to old problems; the belief that youth have the right and ability to fight for those solutions; and the skills to hold communities and public officials accountable.

Since our founding in 2004, CE has trained more than 2,800 DC youth, who have used their images and narratives to fight for restorative justice programs, solutions to the school-to-prison-pipeline, and more than \$500 million in additional education and school improvement funds.

#### **POSITION OPENING**

The Communications Coordinator will share CE's mission and impact through digital platforms, printed collateral, and events/exhibits in addition to providing fundraising administrative support. The Communications Coordinator works in partnership with CE program staff and youth to collect and share youth photos and stories, which serve as the basis for CE communications. The goal of this position is to develop and deepen relationships with CE's stakeholders, including youth, funders, supporters, partner organizations, and vendors.

The ideal candidate has experience in communications, outreach/marketing, and project coordination who can skillfully juggles multiple priorities, insist on the need for systems, and keep calm while making it happen.

This role reports to the Development and Communications Director, works closely with the Development Manager, and partners with other staff to promote an organizational culture of philanthropy.

#### **ESSENTIAL DUTIES AND RESPONSIBILITIES**

##### **Outreach & Marketing (30%)**

- Management of the communications calendar
- Maintain an active, compelling, and consistent social media presence
- Maintain website, brochures, and one-pagers to reflect current messaging, projects, and priorities
- Write and distribute monthly e-newsletter
- Develop and maintain relationships with designers, printers, and other partner vendors
- Management general CE inquiries via phone calls, website, and social media
- Strengthen and maintain CE story bank for communications and marketing content
- Engage local businesses, retailers (local shops and restaurants), university/ alumni groups, etc. in promoting CE via traveling exhibits or other marketing opportunities
- Maintain the CE brand guide
- Manage media outreach, especially for events, and track all media coverage
- Track and report on analytics for all digital platforms

### **Exhibits & Events (25%) - as possible with COVID-19 restrictions, to include virtual formats**

- Lead marketing and communications for events
- Coordinate communications and exhibit logistics for Spring Exhibit and Fall Fundraiser
- Manage all logistics and communication for 4-6 traveling and permanent exhibits annually, such as set-up/curation, printing, framing, and (de)installation
- Create and maintain planning calendar for events and exhibits (including communication with vendors and venue, invitations, and follow-up)
- Manage and archive exhibit/event physical and digital images and captions

### **Development Communications (25%)**

- Manage design of fundraising communications, including year-end appeal, giving days, annual impact report, managing ticket sales and online giving pages, thank-you notes, social media, etc.
- Provide support on grant application attachments involving CE visuals
- Design and produce graphics materials as needed, including donor, stewardship, and event materials
- Assist with solicitation follow-up, donor management, recognition, and stewardship

### **Program Communications (10%)**

- Work with program team to gather content
- Manage online photo and video archives via SmugMug and YouTube, respectively
- Engage youth in organizational communications and strategy
- Ensure high-quality documentation of events and programs

### **Admin and Staff Development (10%)**

- Participate in 1:1 meetings with supervisor; staff meetings/trainings/retreats; and staff outings
- Share responsibility with other CE staff members for facilitating staff meetings and trainings
- Support with preparation of materials and reports for Board meetings

### **WORK EXPERIENCE and QUALITIES OF A SUCCESSFUL CANDIDATE**

- 2-3 years of communications/marketing experience, through social media, web design, email communication tools, and print formats
- Excellent written and verbal communication skills, including the ability to convey CE's voice.
- Ability to prioritize and meet multiple deadlines efficiently and excellently
- Comfortable and effective engaging a diverse population of stakeholders including youth, partner organizations, funders, vendors, and the DC community
- Experience and/or basic training in photography and videography
- Graphic design skills and experience coordinating the development of physical and digital collateral
- Creative spirit and artful eye with the ability to make exhibits/events interactive, fresh, and dynamic
- Experience with CRM systems and data management
- Physical ability to transport and set up exhibits (some lifting required)
- Ability to capitalize on CE's tremendous raw materials -- photos and writing from youth -- and enhance storytelling with visual images, data, and direct quotes
- Ability to be self-directed and thrive in a highly collaborative, evolving team environment
- Availability to work some evenings and weekends in support of CE programs and events.
- Preferred experience with organizations focused on youth development/organizing, civic engagement, and/or social justice organizations
- Ideally possesses valid Driver's License or has the ability to do so within the next year

### **COMPENSATION AND BENEFITS**

The starting salary for this position is \$40,000-45,000, and compensation is commensurate with experience. CE offers a generous benefit package including health care, retirement, and paid time off. We are committed to professional development and prioritize continuing education opportunities for all staff.

### **TO APPLY**

Candidates should send: a resume; a cover letter that includes your connection to CE's mission, salary range expectations, and available start date; and a sample representative of your communications work to [hire@criticalexposure.org](mailto:hire@criticalexposure.org) with "Communications Coordinator application" in the subject line.

*Critical Exposure is an equal opportunity, affirmative action employer. **DC natives, people of color, women, working-class people, trans, nonbinary, queer, bisexual, lesbian and gay people are strongly encouraged to apply.** We consider applicants for all positions without regard to any legally protected status.*