



Building Bright Futures

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Building Bright Futures | Communications Director

Building Bright Futures is Vermont's early childhood public-private partnership established by law to monitor the state's early care, health and education systems and to advise the Administration and legislature on policy and systems improvements. BBF operates at the state and local level to convene stakeholders and community members with a common goal of meeting the diverse needs of all Vermont children and families.

The Communications Director is responsible for ensuring that all external and internal communications are developed and executed in a manner that is timely and consistent with Building Bright Futures (BBF) communications goals, messaging and brand standards.

BBF communications include paid, earned, social and owned media and advertising. The Communications Director will implement BBF's communications plan in collaboration with the Executive Director, Regional Coordinators, organizational staff, program managers and in partnership with key stakeholders. The Communications Director is responsible for oversight of BBF's communications budget, vendor relationships, contracts and reports to the Executive Director.

The Communications Director position is 32 hours a week with a competitive salary, comprehensive benefits and vacation package.

Responsibilities Include:

- Develop, manage and execute BBF's comprehensive communications plan that includes paid, earned, social and owned media and advertising.
- Increase awareness of BBF's mission and role within Vermont's early childhood community among target audiences.
- Support executive director's strategic communications with legislators, policy makers, State Advisory Council, Regional Councils, other stakeholders and staff.
- Serve as BBF's point person for media inquiries and establish relationships with local & statewide media outlets.
- Write and edit content for communications materials and tools, including but not limited to website, social media channels, press releases, advisories, statements, reports, emails, legislative testimony, etc.
- Provide rapid response to communications opportunities in local, state and national news.
- Manage production calendar to support project management of communications needs.
- Oversee qualitative and quantitative research in collaboration with BBF leadership and key stakeholders to develop messaging.
- Manage public relations projects that increase awareness about BBF.

Building Bright Futures statewide network:

Addison Building Bright Futures, **Bennington** Building Bright Futures, **Caledonia and Southern Essex** Building Bright Futures, **Central Vermont** Building Bright Futures, **Chittenden** Building Bright Futures, **Franklin Grand Isle** Building Bright Futures, **Lamoille Valley** Building Bright Futures, **Northern Windsor and Orange** Building Bright Futures, **Orleans and Northern Essex** Building Bright Futures, **Rutland** Building Bright Futures, **Southeast Vermont** Building Bright Futures and **Springfield Area** Building Bright Futures

- Oversee communications budget and manage vendors and firms to meet established deadlines and to ensure timely payment of contracted services.
- Support regional council coordinators with local communications needs, including development of communications tools, earned media strategies and tactics.
- Oversee development/preparation of BBF spokespeople for public speaking events, media interviews and press conferences.
- Create tools and templates to support staff and regional council's consistent messaging and broad communications on key issues.
- Develop and implement roll-out plans for major publications and reports.
- Manage production of comprehensive reports.
- Other duties as assigned.

Position Qualifications:

- Bachelor's degree preferred.
- Strong organizational skills, attention to detail and accuracy a must.
- Project management skills.
- Excellent writing and verbal communication skills.
- Demonstrated creative skills and ability to think outside of the box desired.
- Ability to maintain clear communication and work effectively with BBF staff, external partners, volunteers and community members.
- Ability to successfully network and form working relationships with members of the media and opinion leaders.
- Ability to effectively manage another staff person.
- Ability to maintain BBF message consistency and brand standards.
- Self-motivated, and able to take initiative and work independently.
- Demonstrated ability to work well under pressure, ability to handle multiple complex projects simultaneously and manage work under tight deadlines.
- Proven computer skills a must, including Microsoft Office Suite, Hootsuite, Google Docs and a working knowledge of database management.
- Strong understanding of social media marketing.
- May include some nights and weekends.
- Ability to travel.

Compensation

32 hour a week position with competitive salary and excellent benefits.

To Apply

Please email a cover letter, resume and three references to: kmobbs@buildingbrightfutures.org

Position is open until filled.