

Director of Communications Bay Area, California

‘No one should go through homelessness alone, and no one should feel helpless on this issue.’

Miracle Messages is an organization that believes in the power of loving relationships for our neighbors experiencing homelessness, our global community of committed volunteers, and each other. We are seeking a passionate, mission-driven leader to become the first Director of Communications with our small but mighty team. As the Director of Communications, you will shape and implement Miracle Messages' strategic communication efforts by establishing a high-level strategy and the tactical approach required to implement it. You will have the opportunity to build a department for a high-impact, catalytic non-profit experiencing significant growth.

The Director of Communications will be passionate about the organization's mission and will leverage the power of storytelling and media to amplify it, work across multiple communities, platforms, and stakeholders, and drive positive change for individuals experiencing homelessness.

The Director of Communications will work in partnership with Miracle Messages' Leadership Team and report directly to the Executive Director. This position will be predominantly remote, but the ideal candidate will live in the Bay Area and be able to travel to San Francisco several times a month to meet with the team.

About Miracle Messages:

Miracle Messages is an award-winning 501(c)3 nonprofit organization that helps people experiencing homelessness rebuild their social support systems and financial security, primarily through family reunifications, a phone buddy program, and direct cash transfers. We believe that relational poverty *is* poverty, and are on a mission to ensure that no one goes through homelessness alone and no one feels helpless on this issue.

Key Responsibilities

Strategic Communication Planning:

- Develop and implement comprehensive communication strategies to advance Miracle Messages' mission and programs.
- Identify key communication goals, target audiences, and messaging priorities.
- Collaborate with the leadership team to align communication efforts with organizational objectives and priorities.

Content Development:

- Oversee the creation of compelling written, visual, and multimedia content for various communication channels, including social media, website, email blasts, newsletters, and annual reports.
- Work closely with program staff and unhoused participants to capture and share impactful stories that highlight the human impact of Miracle Messages' programs and services with sensitivity and compassion — recognizing, minimizing, and working to avoid voyeurism and exploitation.
- Ensure consistency in messaging and branding across all communication platforms.

Digital Engagement:

- Lead the organization's digital communication efforts, including managing social media accounts, email marketing campaigns, online ads, and website content to support SEO.
- Monitor online conversations and trends related to homelessness, family reunification, and related topics, and proactively engage with stakeholders and followers.

Media Relations:

- Cultivate and maintain relationships with media outlets, journalists, and influencers to secure coverage and raise awareness about Miracle Messages' initiatives.
- Draft press releases, media pitches, and other materials to effectively communicate organizational updates, success stories, and advocacy efforts.
- Serve as the organization's primary spokesperson and media liaison, responding to media inquiries and interview requests, and collaborating with other staff members as needed.

Community Outreach:

- Collaborate with community partners, volunteers, and advocates to expand Miracle Messages' reach and engagement within target communities.
- Organize and participate in events, workshops, and speaking engagements to raise awareness and build support for the organization's mission and programs and cross-promote our partners.

Evaluation and Reporting:

- Track and analyze the effectiveness of communication strategies and tactics using relevant metrics and data analytics tools.
- Prepare regular reports and presentations for internal stakeholders and external funders to demonstrate the impact of communication efforts and identify areas for improvement.

Qualifications

- Commitment to the mission and values of Miracle Messages, with a deep understanding of issues related to homelessness, poverty, and social justice.
- 5+ years of experience, BA degree in related field preferred.
- Demonstrated track record of successfully executing integrated communication campaigns and initiatives.
- Exceptional written and verbal communication skills, with a proven ability to craft compelling narratives and tailor messaging to diverse audiences.
- Excellent organizational and multitasking skills, with the ability to work effectively in a fast-paced, collaborative, remote environment.
- Advanced proficiency in digital communication tools and platforms, including social media management, email marketing, and content management systems.
- Strong interpersonal skills and the ability to build and maintain relationships with media contacts, stakeholders, and community partners.
- All other duties as assigned. Due to the changing nature of our growing organization, duties occasionally change to meet the needs of our population. We intend to serve as many people as possible, and flexibility is required as we learn new ways to accomplish this.
- This role will exemplify a commitment to the power of communications to support the values of diversity, equity, and inclusion.

We invite you to apply to join our extraordinary team of miracle makers who are dedicated to tackling homelessness and relational poverty with humanity, technology, and zeal.

Compensation:

Salary range: \$95,000 - \$105,000

Benefits: Medical, Dental, and life insurance; matching 401k; transportation allowance; paid vacation and sick time; flexible schedule

If you are motivated by the prospect of making a positive impact on the lives of individuals experiencing homelessness, and you thrive in a collaborative and dynamic environment, we encourage you to apply for this rewarding opportunity. To apply, please submit your resume, a link to your LinkedIn profile (optional), project example, and a cover letter outlining your relevant experience and motivation for this role to careers@miraclemessages.org.

Application Deadline: April 30, 2024