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**Job Title:** Communications and Advocacy Manager  
**Reports to:** Director  
**Location:** Remote-based in United States  
**Prepared date:** April 8, 2021

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**POSITION SUMMARY:**

The Communications and Advocacy Manager is responsible for supporting the Alliance in developing and deploying strategies to communicate with Alliance members and external audiences and engage them in efforts to jointly build knowledge and advocate for the social service workforce (SSW).

This is an exempt, full-time position at 40 hours per week. Exempt employees are expected to work the appropriate and necessary time in order to complete key assignments and related tasks on schedule. This is a grant-funded position with funding through June 2022. Funding opportunities beyond June 2022 are currently being developed and, it is expected, will be confirmed in the next few months.

**ESSENTIAL DUTIES AND RESPONSIBILITIES:**

**Facilitate and maintain communication channels between the Alliance, its membership and other stakeholder groups, ensuring strong collaboration and cross-learning.**

- Conduct membership outreach via surveys, interviews and networking to strengthen knowledge-sharing and to solicit input on membership needs.
- Monitor and approve membership applications, compile and report member statistics.
- Develop ideas for opportunities for increased member and organizational involvement.
- Develop tools/resources/presentations to support members and others in advocating for the SSW.
- Help to support the planning, execution and reporting of Alliance-hosted summits, workshops and symposia.
- Help to identify and implement opportunities for the Alliance to participate in exhibits or sessions at conferences on relevant themes.
- Develop relationships with groups and individuals working in this field to engage them in Alliance activities, outreach and cross-promotion.
- Develop written materials for outreach to prospective donors and support grant applications.
- Support the Alliance Steering Committee, providing meeting, recruitment or event representation support as requested.

**Oversee writing, content management, and design for the Alliance website:**

- Identify, solicit, write and edit content and graphics, updating website as needed with latest updates, new tools/resources, blogs/articles and upcoming events using a content management system.

- For website update and redesign projects, develop consultant scopes of work and coordinate with consultants to ensure timely and accurate delivery of new web features and content.
- Monitor web statistics via Google Analytics, provide quarterly reports to the Director and Steering Committee, and develop campaigns to increase web traffic.
- Maintain lists of communications contacts and sources for sharing information for newsletters, resources and events.

**Manage the development and dissemination of Alliance print and social media communication activities to include:**

- Contribute to the development and editing of communication products for both internal and external audiences, such as the annual State of the Social Service Workforce Report, e-updates, worker profiles, stories of change, articles, brochures, PowerPoint presentations, technical briefs, and other documents to promote Alliance activities.
- Help to develop and prepare basic communications toolkits or presentations for use at conferences and events to promote the work of the Alliance and its members.
- Develop advocacy campaigns and promotional opportunities, including creating content and distributing to existing and new audiences, to increase awareness and interest in topics related to SSWS, including Social Service Workforce Week, annual symposia, World Social Work Day, etc.
- Identify innovative ways for the Alliance to engage with members and other interested individuals/groups via social media.
- Assist in supporting the work of other writing, graphic design or editing consultants as needed.
- Develop and maintain branding guidelines and ensure that all print and online communications are consistent with guidelines.
- Maintain and add to the Alliance photo library.
- Develop content for social media outlets, expand social media presence and cultivate channels to disseminate project knowledge.

**OTHER DUTIES AND RESPONSIBILITIES:**

**Engage in personal professional development activities:** Attend trainings, conferences, presentations, and other events to learn more about social service workforce strengthening and child protection, subject to available funds.

- Join networks of non-profit communications professionals on behalf of the Alliance.
- Present at key conferences and other events as opportunities arise.

**Contribute to the overall work of the Alliance:**

- Participate in Alliance strategic planning processes and development of relationships with existing and new groups.
- Provide input to Steering Committee meetings as needed.
- Provide support for the Alliance work plan, proposals and donor reports.
- Support Alliance Director in the overall leadership of the Alliance and the planning and coordination of key events and meetings.
- Represent the Alliance at selected key events.

**EDUCATION AND EXPERIENCE (required):**

- Master's degree in a relevant field including social work, communications, journalism, public relations or international development.
- Minimum of 5 years of related experience in the communications field, planning, writing, editing, and producing communications through a variety of print and online media.

- Minimum 2 years of experience working with international organizations or networks including projects or partners in low- and middle-income countries in different regions.

**KNOWLEDGE, SKILLS AND ABILITIES (required):**

- Self-starter who can and enjoys working largely independently to manage projects and deadlines.
- Experience interacting with many stakeholder groups across regions and contexts.
- Experience managing vendors and consultants.
- Ability to gather feedback, input and edits across many groups.
- Knowledge of key issues and challenges globally in social protection, social welfare, child protection and other issues impacting the social service workforce.
- Fluency in written English required. Knowledge of French, Spanish, Russian or Arabic would be an advantage.
- Proficiency in establishing and utilizing social media such as Facebook and Twitter and scheduling software.
- Proficiency in website content management systems (Drupal preferred, knowledge of other systems an advantage).
- Excellent organizational and research skills; strong attention to detail.
- Ability to occasionally travel locally, domestically and internationally (up to 4 trips per year, no more than 2 internationally, subject to travel restrictions). International travel may include rural locations in middle- and low- income countries.

**ORGANIZATIONAL RELATIONSHIPS:**

The Communications and Advocacy Manager reports to and works closely with the Alliance Director who is based outside the United States. While the person in this role will often work on major tasks independently, they will need to coordinate closely with fellow staff, contractors, members of the Alliance Steering Committee and Alliance members. This position will also conduct member outreach via e-mail and online events and through other means to interact with organizational partners and stakeholders interested in becoming engaged in social service workforce strengthening activities with the Alliance.

**PHYSICAL DEMANDS:**

- This position is remote based. The selected candidate must be able to type and work at a computer for long stretches of time and regularly communicate via phone and/or video calls.
- Requires lifting of 0-20 lbs. occasionally or as needed.
- Ability to travel locally and internationally as needed, with varying physical demands associated with travel by car, train or air.

**WORK ENVIRONMENT:**

- This is a full-time remote-based role. Employee will be provided with a laptop and necessary software to work remotely.
- This position is based in the United States. Preference for Eastern Time zone, or ability to adjust workday to overlap with staff and consultants in other countries during the hours of 8-11 am ET daily.

**ORGANIZATIONAL OVERVIEW:**

The Global Social Service Workforce Alliance is a non-profit network of 2900 members in 145 countries and works toward a world where a well-planned, well-trained and well-supported social service workforce effectively delivers promising practices that improve the lives of vulnerable populations. The

mission of the Alliance is to promote the knowledge and evidence, resources and tools and political will and action needed to address key social service workforce challenges, especially within low to middle income countries. The Alliance pursues this by:

- Serving as a convener for an inclusive, representative network of stakeholders including government organizations, nongovernmental organizations, academic institutions, donor groups, professional associations and community practitioners to create a forum for discourse and collective learning.
- Generating knowledge and building the evidence base for effective SSWS by deriving, organizing and disseminating critical evidence-based research, resources, tools, models and best practices
- Building capacity of humanitarian and development actors to implement strategies to strengthen the social service workforce.
- Promoting effective advocacy and stimulating an active network of workforce strengthening advocates through information sharing, collaboration, and networking

## **MANAGEMENT and GOVERNANCE**

The Alliance is a lean organization, with two full-time staff, including this role, and one part-time grants and finance manager. This role will report directly to the organization Director, who is currently based in Kyrgyzstan, Central Asia.

A 13-member Steering Committee oversees and guides the direction and development of the Alliance and provides support to the Alliance Secretariat. For more information, please visit:

[www.socialserviceworkforce.org](http://www.socialserviceworkforce.org)

## **BENEFITS**

Tides Center acts as the fiscal sponsor of the Alliance and therefore all US employees are employees of Tides Center.

Tides offers a competitive benefits package. A sample of these benefits includes:

- 12 paid holidays per year.
- Employees accrue 3 weeks of paid vacation and 2 weeks of paid sick leave each year.
- Comprehensive medical, dental and vision insurance coverage. This includes two medical plans, one of which is employer-funded and includes a health savings account with monthly employer contributions.
- 401K plan with up to 5% match and immediate vesting.
- Life insurance coverage at 2x salary.

Tides Center is based in San Francisco. Tides is an equal opportunity employer. We strongly encourage applications from women, people of color, and bilingual and bicultural individuals, as well as members of the lesbian, gay, bisexual, and transgender communities. Applicants shall not be discriminated against because of race, religion, sex, national origin, ethnicity, age, disability, political affiliation, sexual orientation, gender identity, color, marital status, or medical condition including acquired immune deficiency syndrome (AIDS) and AIDS-related conditions. Also pursuant to the San Francisco Fair Chance Ordinance, we encourage, and will consider for employment, qualified applicants with arrest and conviction records. Reasonable accommodation will be made so that qualified disabled applicants may participate in the application process. Please advise in writing of special needs at the time of application.

## **APPLICATION PROCESS**

Please apply by sending CV, cover letter and two samples of communications or advocacy work that show different types and styles, submitted as attachments or links by email to [contact@socialserviceworkforce.org](mailto:contact@socialserviceworkforce.org). Applications will be reviewed on a rolling basis until role is filled.