

## **Senior Communications Coordinator**

Grassroots International seeks a Senior Communications Coordinator (SCC) to develop and manage the overall external communications and marketing strategy for Grassroots International (GRI). The SCC works in partnership with all staff to craft messages and communicate in ways that represent the values and the work of GRI and amplify the voices of our global movement partners. The SCC reports to the Executive Director and works closely with a communications team. An underlying responsibility is to keep pace with language, concepts and best practices in the field of human rights, social movements and philanthropy; and the various media that may be used by GRI to communicate its mission.

Grassroots International connects people in the US with global movements that defend land, territory, water, food, seeds and the earth. Together we address the root causes of injustice and oppression, and build alternatives that nurture human rights, ecological justice, and liberation. We do this through grantmaking, social action, and philanthropic leadership. As a public foundation, Grassroots International raises its budget annually.

### **Responsibilities**

#### *Communications and Messaging*

- Develop and coordinate a comprehensive and strategic communications plan and calendar, including written, digital, visual and spoken messaging
- Coordinate information and story-sharing across teams
- Collaborate with staff to develop communications themes, materials and connections
- Regularly write articles and blogs for publication both in external publications as well as Grassroots International's website
- Represent Grassroots International as appropriate
- Create opportunities for messaging through the development and placement of stories regarding the work of GRI and its partners
- Supervise communication staff members and consultants
- Provide communications training for staff and board
- Produce timely and relevant reports and information as needed by the ED to communicate progress, challenges and status in communications activities

#### *Media and Marketing*

- Develop and maintain relationships with journalists and media members
- Work in partnership with staff to create and implement a marketing plan including overseeing materials prepared for events and broader public, social media and website
- Promote Grassroots International, our partners and issues in external media
- Disseminate communications materials widely to key audiences
- Maintain a catalog of stories, images and resources
- Position Grassroots International as an expert in our regions and on our issues
- Write and disseminate press releases, press statements and analyses on key issues and regions



**JOB ANNOUNCEMENT**

*March 5, 2020*

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**Qualifications/Knowledge/Skills and Capacity**

- A commitment to the mission of Grassroots International and deep understanding of movement building and human rights
- At least three years of demonstrated leadership and success in the field of communications
- The ability to work as part of a team in a mission-driven and culturally diverse organization
- Demonstrated understanding of and ability to communicate program matters central to the organization's mission
- Exceptional writing, editing, oral and proofreading skills
- Significant experience in the production of print and electronic publications, including knowledge of desktop publishing, social media, website authoring, video and narrative strategy
- Demonstrated success bringing press attention to social justice work, preferably global work
- Experience working with brand guidelines to build cohesive messaging
- Ability to deliver quality products on tight deadlines
- Language competence in at least one of Grassroots International's program languages (Spanish preferred, as well as Arabic, French, Kreyol, or Portuguese)
- Flexibility and capacity to travel, including maintenance of a valid passport

**Compensation:** Full-time position; starting salary \$52,000 - \$70,000 DOE; excellent benefits, including health, dental, disability, paid vacation.

**To Apply:** Send resume and a cover letter detailing interest and relevant experience to: [SCC2020@grassrootsonline.org](mailto:SCC2020@grassrootsonline.org) with **SCC and YOUR NAME** in the subject line or mail to: Grassroots International, attn: SCC Search Committee, 179 Boylston St, Jamaica Plain, MA 02130. No phone calls please. Email applications preferred. Position open until filled.

*Grassroots International is an equal opportunity employer, committed to fostering a work environment characterized by dignity and respect. Our workforce is diverse and reflects the communities we serve. Women, gender nonconforming people, and people of color are strongly encouraged to apply.*

*Authorization to work in the United States is required.*