



Position Description

Senior Communications Manager

The Forum for Youth Investment

FULL TITLE: Senior Communications Manager

SUPERVISOR: Executive Vice President, Strategic Communications

PURPOSE: This role provides project management, communications strategy and execution for all Forum content, communications channels.

SALARY:

The salary range, duties and responsibilities of this position meet the requirements of Section 13 (a) (1) of the Fair Labor Standards Act and therefore qualifies as an "exempt" position. The starting salary for this position is targeted between \$57,000-\$78,000 dependent upon location, experience, and qualifications, with a comprehensive benefits package.

Organization & Background

Founded in 1998, the **Forum for Youth Investment** is a national nonprofit, nonpartisan “action tank” committed to changing the odds that all children and youth are ready for college, work, and life. The Forum connects leaders to ideas, services and networks that can help them make more intentional decisions that are good for young people, even in the face of limited resources. It helps leaders who are trying to improve and align policies, plan, and partner for impact, and/or strengthen programs & adult practice across all the systems and settings where young people spend time.

The Forum is a thriving organization with a budget of \$11 million, a staff of 50, and headquarters in Washington, DC. The Forum is working to advance racial equity in youth serving systems, bridging that work with our internal Diversity, Equity, and Inclusion initiatives. The Forum overall is funded by a mix of foundations, corporations, and a fee-for-service contract base. For more information on the Forum, please visit forumfyi.org.

Position Responsibilities

A detail-oriented self-starter with digital communications and content creation experience. Someone who exhibits sound judgment with the ability to prioritize and make decisions. Energetic and eager to tackle new projects and ideas. Comfortable interacting with high-level executives. A team player

capable of cultivating productive working relationships across the organization. Resourceful, can-do attitude.

Specific responsibilities include but are not limited to the following:

Strategy Implementation

- Provide coordination, monitoring, and communication of workstreams, initiatives, and projects managed by the Project Management Office (PMO) managed by the COO.
- Assist in Strategic Plan PMO activities and processes, including project planning, intake, prioritization, initiation, execution and training, as well as in fostering collaboration of end-users and key stakeholders.

Internal Communications

- Maintain processes for standing internal communications channels.
- Maintain brand tools - Forum Brand Guide, style guide.
- Determine priority of matters of attention for CEO; redirect matters to staff to handle or handle personally, as appropriate.
- Keep the CEO advised of time-sensitive and priority issues, ensuring appropriate follow-up.
- Serve as the liaison between the CEO, Forum staff and the public, including receiving and screening communications and visitors, answering a variety of questions with tact and diplomacy, taking messages, and directing calls appropriately for resolution.

Corporate Communications – Content Management & Creation

- In partnership with the EVP of Strategic Communications, participate in crafting strategy contributing to implementation recommendations.
- Develop and implement marketing and campaigns and monitor success.
- Develop and implement effective communication strategies that build support, program loyalty, brand awareness and customer satisfaction.

Digital Communications

- Manage organizational social media and communication channels.
- Propose and implement website updates.
- Define key performance indicators for each communication channel, analyze and report
- Plan and manage the design, content, and production of all marketing materials.
- Oversee the creation of marketing and communications collateral to ensure that it is consistent with the organization's brand.
- Curate and edit external newsletters, monitor metrics, report on impact.

Performance/Character Requirements

We are looking for colleagues eager to be on a career path that involves continuous learning and growth. Team members across all levels of the Forum engage with one another and foster the development of others to achieve a high level of competency in these characteristics and leadership qualities:

- **Manages Self** – You ask for feedback on impact of your behavior on others. You identify and follows through on actions in response to constructive feedback. You honestly assess your own strengths and know what weaknesses need support.

- **Leads Courageously** – You act courageously to make changes that will improve the organization. You consistently drive to successful outcomes and stay composed and positive in challenging situations.
- **Communicates Effectively** – You communicate (both in writing and verbally) clearly, succinctly, and in a timely manner. You provide information people need to know to do their jobs, make accurate decisions, and to feel part of a team. You are able to engage an audience and achieve the desired effect in a variety of formal presentation settings.
- **Builds High-Performing Teams/Develops Others** – You form and lead teams capable of getting results. You create a learning environment of creativity and engagement. You can effectively raise and resolve conflict with the team. You provide frequent and timely developmental feedback to others and construct compelling developmental plans. You take personal responsibility for mentoring high-potential employees.
- **Makes Quality Decisions** – You clearly state where you stand on issues, even if it is unpopular. You seek input from appropriate parties before making decisions, and still make timely decisions.
- **Demonstrates Strategic Agility** – You anticipate future consequences and trends accurately. You're able to align your goals to the overall organizational strategy. You can create breakthrough strategies and plans.
- **Demonstrates Business Acumen** – You understand and create opportunities to cultivate and support exceptional partnerships. You are able to make the case for decisions and initiatives. You adapt strategies and tactics to create a success defined by metrics.
- **Influences and Negotiates** – You influence others by building coalitions or alliances among diverse groups. You effectively adapt influence strategies depending upon the situation. You're skillful at removing barriers that get in the way of effective collaboration among groups.
- **Manages Vision and Purpose** – You inspire commitment to a compelling vision and shared values. You create a climate in which people want to do their best. You're able to champion change and lead the organization through a transition.
- **Thinks Strategically, Executes Skillfully** – You can see the forest through the trees and know how to craft strategic short and long-term programs that are aligned with organizational goals. At the same time, you can't wait to roll-up your sleeves and get the work done.
- **Is Goal Oriented** – We want someone who is a doer, with doggedness, a determination and commitment to reach a goal, and a strong bias toward action. You always find a way to make it happen.
- **Demonstrates Creativity** – While there are tried-and-true tactics in your toolbox, you explore new ways of thinking and continually strive to create best-in-class programs that move your organization and field forward.
- **Handles Ambiguity** – You can effectively cope with change and lead others through it.
- **Communicates Assertively** – You can also be very persuasive and influence the way others think, feel, or behave.
- **Collaborates & Values Relationships** – You can quickly gain the respect and trust of your peers, colleagues, and leadership team. You understand the importance of listening, asking probing questions, and allowing others to be heard.
- **Takes Risk** – The entrepreneurial spirit shines through in your willingness to experiment with new approaches and act even though the outcome is uncertain.
- **Models Diplomacy** – You have worked in diverse settings and understand the cultural sensitivities of doing business with partners and clients around the country. You are tactful in dealing with diverse people or situations.
- **Exhibits Professional Acumen** – You demonstrate confidence, experience, and poise under pressure.

Qualifications

- 4+ years direct experience in strategic communications and achieving goals.
- Bachelor's degree or 6+ years' experience.
- Strong writing, editing, proofreading, layout and design, professional printing/publishing skills are essential, including ability to present concepts verbally.
- Strong knowledge and understanding of current trends in communications, marketing, influence, and some in digital media/social media.
- Strong knowledge and demonstrated experience in identifying data points, analyzing, and reporting on findings with recommendations.
- Demonstrates superior project management and collaboration mindset, and practice with multiple projects, competing timelines.
- Ability to identify, influence, and collaborate with key stakeholders to achieve desired organizational outcomes.
- Extensive experience in thinking critically, analyzing situations, anticipating problems, and good judgement.
- Self-motivated with a positive and professional approach, adept at effective managing up to supervisor. Comfortable speaking truth to power and advocating for their view.

This is not an exhaustive list of all responsibilities, duties, skills, efforts, or requirements or working conditions associated with the job. While intended to be an accurate reflection of the current job, management reserves the right to revise the job or to require different tasks. This description does not constitute a contract of employment and The Forum may exercise its employment-at-will rights at any time

Working Environment

Flexibility is required to adapt to the dynamic work environment of a non-profit "action tank" that has national clients and exposure during a key inflection point in the organization's development. Ability to lead and advise on change management initiatives is essential. This position will be based in the Forum's Washington, DC office, exceptional candidates outside of the Washington, DC region may be considered for a remote work arrangement.

How to Apply

Please send resume and cover letter with salary requirements to: jobs@forumfyi.org. Applications will be reviewed on a rolling basis. If your application is selected for an interview, you will be contacted directly. No telephone calls or inquiry emails, please.

**

The Forum for Youth Investment is committed to creating a diverse work environment and is proud to be an Equal Opportunity Employer and drug-free workplace, and to comply with ADA regulations as applicable. All applicants are considered for all positions without regard to race, religion, color, sex, gender, sexual orientation, pregnancy, age, national origin, ancestry, physical/mental disability, severe/morbid obesity, medical condition, military/veteran status, genetic information, marital status, ethnicity, alienage or any other protected classification, in accordance with applicable federal, state, and local laws. We encourage individuals of all backgrounds to apply. If you are a

qualified candidate with a disability, please email us at jobs@forumfyi.org if you require a reasonable accommodation to complete your application.