



Building stronger communities, one family at a time.

Director of External Affairs

ABOUT THE ORGANIZATION

At Parenting Journey (PJ), we are working towards the day when every family has what they need to thrive and succeed. Our work is rooted in the belief that all parents want what is best for their children; but, we also recognize that some parents cannot reach their full potential because of layers of injustice that disproportionately impact communities of color, low-income families, and immigrants. In response to intergenerational trauma caused by racism and poverty, our evidence-based programs cultivate the inherent strengths and capabilities of parents because research shows improved mental health and wellbeing for parents also translates to better outcomes for children and families. We use evidence-based interventions that prove that the entire family thrives when parents adapt to stress, decrease anxiety, and have healthy interactions with others. In 2017, through rigorous research we proved that the PJ model is an effective parenting intervention that significantly reduces stress and promotes family and child well-being.

Since its founding 35 years ago, PJ has refined and adapted its model and program offerings to best partner with families and communities. Today, PJ uses an interdisciplinary approach to create change in individuals, institutions, and state and local policy to uplift families and ensure that we live in a society where everyone thrives. In 2018 we launched a new service delivery model aimed at accelerating change by embedding our services and approach into the infrastructure of allied organizations. We work with over 2,000 staff at nearly 300 organizations across Massachusetts, New York, and Washington DC to deliver high-impact programs that touch families throughout the Northeast.

OUR VALUES

- When parents' inherent strengths are acknowledged, they will harness their power to lead change in their lives, families, and communities.
- Fostering thriving families and communities requires dismantling systems of oppression, like racism and poverty, that prevent all of us from achieving our full potential.
- Parenting Journey uses a three-pronged approach to disrupt prevalent narratives about parenting, cycles of trauma, and intergenerational poverty.

THE POSITION

The Director of External Affairs will report to the Managing Director of Strategy (MDS) and work collaboratively with the Executive Director, Managing Directors, and Advancement Team. The Director of External Affairs will be primarily responsible for managing Parenting Journey's external brand, and will oversee media relations, marketing, communications, and will partner with MDS on public policy, and government relations.

GENERAL RESPONSIBILITIES

Communications & External Relations (75%)



PARENTING JOURNEY

- Develop effective communications plan that advances the organization's annual goals; integrate and implement communications strategies to achieve organization's objectives.
- Advance Parenting Journey's position with relevant constituents, including funders, policymakers, human service workforce, parents and families, etc.
- Cultivate and maintain strong media relationships to increase PJ's visibility.
- Develop and align messaging to reflect organization priorities.
- Create email, web, and social media content that drives engagement.
- Develop appropriate printed collateral.
- Manage all external communications, including website, social media, press relations.
- Oversee integration of Salesforce with communications platforms.
- Direct acquisition strategies that will drive growth via paid search and social media advertising.
- Facilitate outreach and enrollment strategies and planning.
- Manage and develop team of consultants who participate in PR, graphic design, and other departmental needs.

Policy (25%)

- Lead the advancement of Parenting Journey's Parents' Bill of Rights policy platform.
- Represent Parenting Journey on existing coalitions, and/or convene coalitions to advance Parenting Journey policy priorities.
- Collaborate with Program team to identify opportunities to integrate advocacy and policy priorities into programmatic initiatives.
- Train parents and service workers to participate in advocacy events.

THE IDEAL CANDIDATE

The ideal candidate will be a strategic and creative thinker, highly adept at working independently and with a team. This individual will have a track record of leading organization's communications strategies and meeting deadlines and achieving results in a fast-paced environment. In addition, the successful candidate will also demonstrate the ability to foster and support a strengths-based, collaborative organizational culture. Important attributes include high integrity, sound judgment, enthusiasm, optimism, and the ability to value diverse perspectives and treat all persons with dignity and respect.

QUALIFICATIONS

- 5-8 years of experience in communications, with a preference for those in advocacy, policy, or human service fields. Three years of experience in a leadership position preferred.
- Demonstrated experience:
 - securing earned media on behalf of organization
 - managing web content (WordPress preferred), email marketing systems, and CRM
 - Overseeing integrated communications strategies, on multiple channels
 - Developing online fundraising strategies
- Understanding of legislative process, public policy, and advocacy strategies
- Knowledge of policy landscape at state and federal level
- Strong written communications skills, demonstrated ability to write clear, compelling stories in a variety of styles
- Strong attention to detail
- Proficient in MS Office Suite and Adobe Creative Cloud (InDesign, Photoshop, Illustrator)



JOB TYPE Full time

SALARY \$70,000-\$80,000

TO APPLY

Parenting Journey is an equal opportunity employer and all qualified candidates are encouraged to apply. **Please email a cover letter and resume to Erica Brunner, Managing Director of Strategy, ebrunner@parentingjourney.org** by October 1, 2018. For more information about Parenting Journey, please visit our website at www.parentingjourney.org.