



Communications and Events Manager

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 37 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 and New York to deliver high-impact programs that touch families throughout the Northeast.

CORE PRINCIPLES

1. *We trust* that all parents want what is best for their children.
2. *We acknowledge* that there are external factors and obstacles, including systemic injustice like racism, that prevent many parents from realizing the futures they, and their families, deserve.
3. *We believe* resilient parents are a catalyst for social change, and that all of us have a role to play in harnessing this power to build strong communities.

THE POSITION

The Communications and Events Manager (CEM) will report to the Managing Director of Strategy & External Affairs (MDSX) and work collaboratively with the External Affairs team to lead the organization's communications and events priorities. This is a new position for the organization, dedicated to growing the organization's base of support. Non-profit fundraising experience is required.

GENERAL RESPONSIBILITIES

Communications (45%)

- In conjunction with the External Affairs Team, 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.
- Develop and align messaging to reflect organization priorities
- Create email, web, and social media content that drives engagement
- Develop appropriate print collateral
- Manage the website and social media including Facebook, Twitter, and Instagram
- Ensure the integration of Salesforce with communications platforms
- Facilitate outreach and enrollment strategies and planning

Events (45%)

- Provide leadership in planning and executing events in the Boston area and New York. Events include, but are not limited to: community events, a Spring fundraiser, fall Institute, and multiple house parties
- Manage all event logistics including vendor management
- Generate print and digital event marketing material and coordinate distribution
- Integrate and align event marketing with organizational communications strategies
- In conjunction with External Affairs team, support and manage speakers, honorees, and volunteer committees
- Secure corporate and individual sponsorship for events
- Analyze historic patterns of event giving and attendance to develop strategies that encourage new gifts and identify new sources of revenue, while increasing current event giving

Departmental Administration (10%)

- Process, track, and acknowledge organizational revenue
- Support team members as needed

THE IDEAL CANDIDATE

The Manager of Communications and Events must be committed to partnering with families and have a deep appreciation and enthusiasm for the role that family plays in a healthy and thriving society. They will be a strategic thinker who is detail-oriented, driven, creative, and flexible. Some weekends, evenings, and travel required.

QUALIFICATIONS

- 3-5 years of experience in communications, fundraising, and event management with a preference for those in advocacy, policy, or human service fields
- Demonstrated experience:
 - Managing web content (WordPress preferred), email marketing systems, and CRM
 - Overseeing integrated communications strategies, on multiple channels
 - Developing online fundraising strategies
 - Managing volunteers
 - Planning and executing fundraising events
 - Writing clear, compelling stories in a variety of styles to a variety of internal and external constituencies
- An excellent communicator who speaks and writes with clarity and purpose to a wide variety of internal and external constituencies

- Ability to handle multiple competing priorities and consistently meet deadlines
- Proficient in MS Office Suite and Adobe Creative Cloud (InDesign, Photoshop, Illustrator)
- Salesforce experience a plus

JOB TYPE Full- and Part-Time applications welcome

SALARY \$65,000-\$75,000 for full time position

TO APPLY

Parenting Journey is an equal opportunity employer and all qualified candidates are encouraged to apply. We celebrate diversity and are committed to creating an inclusive environment for all employees. **Please email a cover letter, resume, writing and design sample to Erica Brunner, managing director of strategy & external affairs at joinourteam@parentingjourney.org.** For more information about Parenting Journey, please visit our website at www.parentingjourney.org.