



Managing Director, Communications & Narrative Strategy

Local Progress and **Local Progress Impact Lab** are seeking a strategic, creative, and collaborative leader to be our **Managing Director, Communications & Narrative Strategy**. Join our executive leadership team in serving and supporting a network of local elected officials across the country who are advancing a collective vision for racial and economic justice.

Location This is a remote, US-based position.

Compensation Between \$137,500 and \$150,000/ FTE based on 32-hours (4-day work week)

Timeline Priority application deadline: October 7, 2024. Anticipated start date: January 5, 2025.

Application link: <https://localprog.org/HireComms>

About Local Progress and Local Progress Impact Lab

Local Progress (501(c)(4)) and the **Local Progress Impact Lab** (501(c)(3)) brings together a growing network of more than 1,500 local elected officials across 48 states who work collectively to advance a shared vision for racial and economic justice. Local Progress and the Impact Lab catalyzes this network by organizing, developing, and supporting local elected officials for collective impact and by building a new model for collaborative governance—one that is led by the experiences and needs of those who are closest to the lived realities of public policies. Together, we are advancing change that improves the lives of people and reshapes the relationship between government and communities.

Our Strategic Framework – *Redefining What is Possible from the Ground Up* – outlines four key elements that anchor our strategy as a network – a firmly rooted commitment to racial justice, a belief in the power of collaborative governance to create transformational change, the knowledge that the change that happens in our communities has the potential to change our country, and an understanding that our power and impact is greatest when we are organized.

Learn more about Local Progress and the Local Progress Impact Lab at [our website](#).

About the position:

The **Managing Director, Communications & Narrative Strategy** will provide strategic leadership and day-to-day oversight and management of all of our strategic communications, strengthening our capacity to advance work that changes what's possible at the local level. Working collaboratively across the organization and our broad network of partners, they will uplift the unique voice of Local Progress and build the capacity of our members to communicate about the transformative power of local governance.

Leading a communications team of three, this role will oversee and orchestrate the whole of the organization's day-to-day communications needs (network emails, social media, website) as well as execute strategic communications to advance our four strategic pillars: racial justice as a beacon for all, elected officials as an organized force, adaptive change from the ground up, and collaborative governance to build power.

The Managing Director, Communications & Narrative Strategy will play a key role in envisioning and executing this work through strategic narrative campaigns and interventions.

The Managing Director, Communications & Narrative Strategy will report to the Executive Director and serve as a thought partner and collaborative member of our executive leadership team, which includes the Executive Director; Managing Director, Policy & Program; Managing Director, Membership & Organizing; and Managing Director, People & Operations.

Location: This is a remote, U.S.-based position.

Travel requirement: This position is required to travel to in-person events at minimum twice a quarter.

Primary Responsibilities

Strategic Communications and Narrative Work

Oversee all aspects of the organization's strategic communications work and its day-to-day management across a variety of functions, including:

- Develop, guide, and oversee the execution of organizational communications goals that enables LP & the Impact Lab to advance its objectives and goals and move towards its aspirational vision.
- Set the organization's narrative priorities and strategies to tell our story, engage local elected officials (LP members), and advance state and national campaign goals.
- Oversee cross-team execution of communications strategies for local campaigns, state-based work, and issue-based projects and publications.
- Hold primary responsibility for ensuring consistency in messaging across all communications channels and mediums, including network emails, social media, and earned media engagements.
- Anchor the organization's rapid response work, including tracking breaking news and news trends in order to seize real-time opportunities to advance our values, position, and brand; and anticipate, prevent, and, if necessary, manage crisis communications.
- Provide direct communications support to local elected officials and LP staff in a variety of geographies. LP has state-based staff in TX, MN, NY, CA, CO, and PA and members in 48 states.

- Identify and cultivate relationships with key outlets and reporters, and develop strategies to pitch and place stories and/or spokespeople to print and broadcast opportunities in local, state, and national media.

Organizational Brand & Identity

- Serve as the organization's chief branding officer. Evolve and uphold LP's style guide, ensuring that our voice and presentation is clear and consistent through all communications. Ensure consistency in our visual identity and organizational voice on all channels and mediums, including website/blog, social media accounts, emails, and swag. Provide high-level review of public-facing and widely released materials.
- Develop and oversee implementation of organization-wide communications related processes and procedures.
- Guide, draft, and/or contribute to the writing, production, design, storytelling, and dissemination of a wide variety of publications and materials.
- Strategically manage and prioritize ongoing media requests, requests for speaking engagements, and writing opportunities for the Executive Director and other key staff. Work with key staff and member leaders to prepare for interviews and speaking engagements.
- Represent LP & the Impact Lab on strategic communications and narrative change issues at public events and as part of cross-sector coalitions and networks.

Organizational & Team Development

Participate as an organizational leader, representing our mission, values, and culture, including:

- Manage the communications team, which currently has three staff members. Serve as a coach to help them develop, and connect them with opportunities for growth and professional development.
- Propose, implement, and monitor an annual team budget and work plan, and track and evaluate the effectiveness of our narrative and strategic communications work.
- In collaboration with other supervisors, work to cultivate and nurture a culture that aligns with organizational values and advances racial equity.
- Work in collaboration with the executive leadership team to help inform and shape the organization-wide vision, ensuring that the strategies and needs of the narrative and strategic communications program are integrated into organizational plans and budgets.
- Assist with fundraising to support our communications and narrative strategy work.

Required Qualifications

- 10+ years of strategic communications experience required, with 3-5 years of management experience directly supervising full-time staff. You have managed the strategy and execution for a communications department and are experienced with using narrative change strategy to advance a progressive policy agenda and shift public opinion.

- A demonstrated commitment to social, racial, and economic justice and an interest in local policy, politics, and government.
- Strategic and creative thinker who is able to keep hold of a big picture vision while also managing to execute on the day-to-day details through strong organizational, project, and budget management skills.
- Advanced understanding of branding, design, and visual communications. You have the attention to detail necessary for successful implementation of communications activities. You are the one who notices if the wrong font is being used or when visual elements are not aligned.
- Technologically savvy and have experience with communications, media platforms, general information systems, cloud-based CRM database, etc. (e.g., EveryAction, Canva, WordPress, Google Suite, MuckRack, CVENT)
- Exceptional writer with ability to communicate (written and verbally) with clarity and brevity with a variety of audiences, including with policymakers, the media, community-based organizations, advocates, and funders. You can quickly review and edit materials to ensure consistency of an organizational voice.
- Strong organizational skills and the ability to keep multiple projects on track, anticipate obstacles and identify ways to navigate challenges, and communicate expectations and progress regularly with a remote team.
- Excellent interpersonal and communication skills and the ability to build strong relationships with Local Progress members, organizational partners, and staff.
- An orientation towards organizing and smart political judgment, including the ability to consider the perspectives and interests of multiple organizational stakeholders while crafting communications strategy.
- Although not required, candidates who are bilingual in Spanish and English and who have experience with Spanish language media and press will receive special consideration.

Salary and Benefits

The salary is between \$137,500 and \$150,000, depending on experience.

We operate on a four day workweek with a default schedule of Monday through Thursday. We have a generous benefits package, including health insurance, dental insurance, vision insurance, four weeks of vacation per year, 20 sick days per year, paid holidays, and a 6% employer contribution to individuals' 403(b) plans. Local Progress and the Impact Lab are closed between December 24 and January 1 annually.

This is a management position and will not be part of the Local Progress and the Impact Lab bargaining unit, which is represented by the [Washington-Baltimore News Guild, Local 32035](#).

Timeline

Applications will be reviewed on a rolling basis. We encourage applicants to apply by the priority application deadline: October 7, 2024. We anticipate that this position will begin in January of 2025.

How to apply

We have retained nonprofit talent agency People Power as our search partner for this hire. To apply, **please upload a cover letter, resume, and at least two communications samples** that showcase your abilities. Examples may include an op-ed, press release, policy campaign related writing sample - letter of support, take action email etc, an annual report, a communications plan etc. Please upload the above to our online system at: <https://localprog.org/HireComms>

Note: For those candidates who would like to include additional relevant multimedia work samples as part of their application (e.g., podcasts, videos), we welcome you to do so and have provided space for you to upload those files.

Hiring process

We appreciate your time and interest in contributing your talents to Local Progress and the Impact Lab's mission. Thank you! You will receive an email auto-reply to your application. We wish we could respond personally to all applicants, but only those chosen to interview will be contacted. Please do not contact Local Progress and the Impact Lab directly to inquire about the status of your application.

Candidates who advance through the entire process will participate in a 30-minute screening interview, two longer form interviews of 60-75 minutes each, and complete a written exercise. These candidates will have the opportunity to meet with a variety of colleagues at Local Progress and the Impact Lab.

We welcome your interest, feedback, and *confidential* inquiries. If you have questions regarding your qualifications for this position, compensation or benefits, our process or internal timeline for hiring, or suggestions for how to improve this announcement or the opportunity itself, please email Kate Brumage at People Power: kate@peoplepowerproject.org

Our Values

- **Respect:** We value people and treat each other with dignity. We strive to understand each other as full human beings, and give each other grace and room to grow.
- **Honesty:** We communicate directly with each other, are honest about our strengths and our shortcomings, and are transparent about who has what level of information and authority and why.

- **Groundedness:** We are authentic, and have high humility and low ego. We ground our work in the day-to-day reality and needs of our members.
- **Mutual accountability:** We do what we say we're going to do, follow through on our commitments to each other and to our members, and we hold each other to a high bar. We self-reflect and develop each other's skills as leaders.
- **Nuance:** We understand that our work is complex and hold space for multiple viewpoints, contradictions, and tensions. We can hold many things as true while making decisions that advance our mission.
- **Impact:** We empower our team to make decisions to drive their work. We are focused on results, persistent in overcoming obstacles, and adapt to changing external conditions. We take pride in our work.
- **Collaboration:** We come together across different levels of power to advance shared interests. We center what's best for the organization and are team players.
- **Joy:** We value playfulness, humor, and joy as ways to create community, connection, and goodwill that sustains us through the challenges inherent in our work.

Local Progress is an Equal Employment Opportunity employer and actively recruits people of color, womxn, individuals with disabilities, and members of the LGBTIQAA+ community.