

Manager, Communications - The Pew Charitable Trusts

Job Title: Manager, Communications

Company Name: The Pew Charitable Trusts

Location: Washington, Dist. Columbia 20002

Overview

The Pew Charitable Trusts uses data to make a difference. For more than 70 years, we have focused on serving the public, invigorating civic life, conducting nonpartisan research, advancing effective public policies and practices, and achieving tangible results. Through rigorous inquiry and knowledge sharing, we inform and engage public-spirited citizens and organizations, linking diverse interests to pursue common cause. We are a dedicated team of researchers, communicators, advocates, subject matter experts, and professionals working on today's big challenges – and we know we are more effective and creative collectively than we are individually. With Philadelphia as our hometown and the majority of our staff located in Washington, DC, our U.S. and international staff find working at Pew personally and professionally rewarding.

Wise stewardship of resources allows Pew employees to pursue work that strategically furthers our philanthropic mission in significant and measurable ways. We collaborate with a diverse range of philanthropic partners, public and private organizations, and concerned citizens who share our interest in fact-based solutions and goal-driven investments to improve society. Pew attracts top talent, people of integrity who are service-oriented and willing to take on challenging assignments. We provide competitive pay and benefits, a healthy work-life balance, and a respectful and inclusive workplace. Pew employees are proud of their colleagues, proud of where they work, and proud of the institution's reputation.

Communications

The Communications department supports leaders at all levels of the institution to promote project and campaign efforts, inform key audiences, and protect and advance Pew's reputation. The department provides a comprehensive range of communications services for all programmatic and administrative units and Trusts-operated projects. Our in-house expertise includes: strategy and message development; editorial support; design and creative services; media event planning; digital and video production; and social media. The unit oversees all communications policies, guidelines, and processes in order to ensure production of the highest quality work and effectively steward Pew's resources.

Position Overview

This position, based in Pew's Washington, DC office, reports to the director, communications, and is a member of the Pew communications staff supporting international land and ocean conservation efforts. He/she develops and implements communications strategies to effectively communicate Pew's work to preserve the Patagonia region of Chile, reduce harmful fisheries subsidies, and put international guidelines in place for mining of the ocean floor. This position has four direct reports.

Responsibilities

Communications Strategy

- Designs and implements comprehensive communications strategies and campaigns that advance Pew's research, analysis and other work, in collaboration with program staff; leads that strategy with the communications and project team.
- Develops key messaging and advises project leaders on strategy.
- Works with colleagues to develop and manage a timeline for effective release of policy briefs, reports, and other material.
- Works with partner organizations and institutions to develop messages and materials to support project goals. This will include an existing coalition in Chile.

Media Relations

- Manages the creation, development and implementation of effective media strategies and campaigns that contribute to a well-defined media presence for Pew projects.
- Generates positive media coverage in new and creative ways; manages overall reputation/image among relevant policy, research, and other stakeholder communities.
- Actively monitors, tracks and circulates relevant media coverage.
- Writes and edits communications materials personally, or in collaboration with Pew's editorial team, such as press releases, pitch memos, editorial board memos, blogs, op-eds, and letters to the editor.

Publications, Writing, Online & Multimedia Communications

- Writes and edits communications materials in collaboration with Pew's editorial team, such as newsletters, communications toolkits, fact sheets, web analyses, policy briefs, brochures, and other communications materials for public dissemination.
- Working with digital team members, develops, writes, and edits materials for the web and social media, and assists in developing and executing digital strategies that optimize usage of online tools.
- Works in collaboration with digital, multimedia, and graphic design staff to develop materials to achieve project goals; works with the editorial team to translate into Spanish and French when required.

Staff Management

- Directly manages a staff of four, including one working remotely.
- Responsible for staff development and performance management.

Coordination

- Ensures that internal and external audiences are kept apprised of project updates through newsletters, mailings, and other vehicles for direct communications.
- Coordinates activities with colleagues of other organizations with whom we are working.
- Provides communications coordination support to program staff, including handling clearance and approvals as required.
- Manages working relationships with internal partners to ensure highest degree of quality of service delivery and standards.
- Maintains regular reporting systems to keep Pew colleagues updated on project developments and potential communications challenges.
- Contributes to the management of Pew communications calendars, and the weekly communications report.

Other

- Develops and maintains an informed awareness of relevant topics to effectively carry out all of the activities listed above; participates in special projects.
- Contributes to and participates in communications department tasks as assigned, as well as broader Pew-wide projects and/or committees as needed.
- Assists other communications program teams as needed.
- Other duties as assigned.

Requirements

- Bachelor's degree required; related graduate degree desirable.
- At least eight years of direct experience in positions with communications responsibilities, with considerable experience as a media relations and strategic communications professional required. Experience in public policy or advocacy campaigns required. Experience working internationally, particularly in Chile, is a plus.
- Demonstrated strong management experience with a minimum of two years of previous direct supervisory experience required including experience managing performance management process for direct reports and providing career development advice and counsel.
- Excellent writing and editing skills.
- Experience in advocacy communications and communications planning.
- Experience and relationships with media.
- Demonstrated experience using social media to advance causes and information.
- Superior oral and written communications skills. Proven experience drafting media materials and other public documents including press releases, fact sheets, speeches and op-eds.
- Ability to synthesize and summarize large amounts of information and to focus quickly on the essence of an issue or research findings, as well as identify, understand, and address different policy perspectives in a nonpartisan.
- Confidence in presenting one's own ideas and diplomatically persuading others as appropriate.
- A strong interest and/or experience in public policy required.
- Ability to work professionally and collegially within a creative, fast-paced corporate culture that demands excellence and emphasizes teamwork.
- Demonstrated time- and project-management skills, including an ability to meet multiple deadlines by maintaining a high level of organization. Ability to set priorities and identify resources.
- Ability to work independently with limited supervision. Flexible and able to routinely juggle multiple competing priorities and work in teams of both support and senior staff to meet project goals.
- Able to understand the links among Pew's programs, legal, philanthropic services and government relations. Demonstrates ability to incorporate the needs of others into work process and product and to manage relationships to produce high-level results.
- Able to build and leverage relationships within and external to Pew to assemble networks that facilitate positive outcomes.
- Ability to manage performance and ensure professional development of direct reports required.
- Fluency in Spanish required.

Travel

It is anticipated that the individual in this position will travel internationally.

Total Rewards

We offer a competitive salary and benefit program, including: comprehensive, affordable health care through medical, dental, and vision coverage; financial security with life and disability insurance; opportunities to save using health savings and flexible spending accounts; retirement benefits to help prepare for the future; and work/life benefits to maintain a good balance.

The Pew Charitable Trusts is an equal opportunity employer, committed to a diverse and inclusive workplace. Pew considers qualified applicants for employment without regard to age, sex, ethnicity, religion, disability, marital status, sexual orientation or gender identity, military/veteran status, or any other basis prohibited by applicable law.

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