

Organization: Results for America, What Works Cities Initiative

Role: Senior Manager, Communications

Location: New York, NY

Organization Overview

Results for America (RFA) is the leading, national nonprofit organization helping policymakers at all levels of government harness the power of evidence and data to solve the world's greatest challenges. Our mission is to make investing in what works the "new normal," so that, one day, all government leaders use rigorous evidence and quality data to inform important policy and funding decisions.

What Works Cities (WWC) Initiative Overview

What Works Cities, a Bloomberg Philanthropies initiative, helps local governments across the country improve residents' lives by using data and evidence effectively to tackle pressing challenges. Operating as a partnership between five non-profit organizations, WWC works directly with city leaders and staff through coaching and technical assistance, a range of online and in-person learning opportunities, and a growing professional network, all supported by a national standard of excellence in data-driven governance. Since our launch in 2015, we have helped more than 150 cities make progress in crucial areas, from health and public safety to homelessness and blight.

Position Overview

We are looking for a creative, growth-minded individual to lead our external communications efforts as we strive to meet ambitious expansion goals for our initiative. If you thrive in entrepreneurial environments; have deep experience in journalism, communications, and/or media relations; enjoy working on and managing multiple simultaneous priorities and projects; love to read, write, edit, and tell stories; and have an interest or experience in the government innovation and/or non-profit sectors, we would love to talk with you.

In this role, you will shape and oversee the external communications efforts for WWC, developing and executing on a strategy that:

- (1) Generates publicity for WWC's work with cities around the country;
- (2) Drives an ongoing conversation in the public sphere about the power of strong data-driven local governance and partner cities' successes; and
- (3) Establishes WWC's reputation as a go-to expert in the field of data-driven governance and city management.

Specifically, you will be responsible for managing and growing local and national coverage across multiple earned media channels for WWC and our partners, planning and coordinating public announcements, writing and editing stories that promote our work and mission, managing and supporting our city partners in their communications efforts, and developing outward-facing materials and publications that engage our target audiences and attract new ones.

In doing so, you will work closely with a wide range of stakeholders and partners, from WWC's own internal program teams to media outlets, partner organizations, and funders, as well as city staff and communications teams.

Position Responsibilities

Your day-to-day will be a mix of the following tasks and projects:

Press Relations & Earned Media

- Developing a plan for growing both local and national coverage across various earned media channels (e.g., print, broadcast, internet)
- Cultivating, organizing, and maintaining relationships with reporters and media contacts
- Identifying and generating well-timed opportunities for earned media across our programs

- Managing the story pitching and placement process, including writing pitches and engaging the necessary stakeholders
- Tracking and analyzing earned media mentions and metrics

Public Announcements

- Developing a comprehensive strategy for each of WWC's public announcements
- Executing public announcements, including writing press releases, drafting talking points, creating social media content, coordinating and conducting media outreach, overseeing website updates, and developing graphic assets
- Engaging, supporting, and advising participating cities' communications teams in planning for and executing on their own local announcement strategy
- Coordinating with Bloomberg Philanthropies to execute on high profile public announcements about the initiative

Writing & Editing and Content Creation

- Generating ideas for and managing WWC's portfolio of owned content, including city storytelling and thought leadership pieces
- Working with program teams, city partners, and Marketing & Communications Assistant to identify compelling storytelling opportunities, and support partner organizations and city leaders and staff in publishing original content
- Coaching writers through the editorial process
- Conducting research, interviews, and site visits in service of creating publishable pieces that spotlight our work, partners, and impact
- Drafting and editing stories to be published on our own media channels
- Copyediting pieces for publication across owned and earned media
- Managing website content reorganization
- Creating and updating website copy and other communications collateral as needed
- Working directly with Marketing & Communications Assistant to produce content that can be used across platforms and engages WWC's growing audience

Internal & External Stakeholder Support

- Coordinating communications activities across the WWC partnership, including aligning planned content and resources with program teams' priorities
- Providing dedicated communications support for individual program teams
- Supporting and advising the teams responsible for developing/refining WWC's Certification criteria as it relates to the standard of excellence being set for cities' and chief executives' public communication efforts
- Sourcing opportunities for speaking engagements and speaking roles at conferences for WWC leaders and staff
- Preparing WWC leaders for speaking engagements and providing on-ground promotion at events or staffing WWC's participation as needed
- Providing communications coaching to city staff and leaders, in part through the development, refinement, and/or delivery of trainings, resources, and other educational materials that helps cities and leaders advance toward achieving those criteria
- Fulfilling reporting requirements to funders about communications efforts across the partnership
- Managing communications- and media-related consultants and freelancers as necessary
- Performing other relevant duties as needed

An Ideal Candidate for This Position

You have:

- 8+ years of deep work experience and expertise in the communications and/or media world
- Successful experience setting and executing on media strategies to increase coverage and exposure
- A solid national and/or local network of reporters, journalists, editorial boards, and media outlets (highly preferred)
- A demonstrated track record of meeting ambitious goals

- Strong project and people management skills
- An eye for (and love of) detail
- Facility with Google Analytics and with using/managing and editing a Wordpress site; experience with Salesforce and the Medium platform a plus

You can:

- Write -- it's something you truly enjoy doing, and you are skilled at writing in various forms, from technical writing to story-driven narratives
- Edit -- you can clean up a piece of writing with confidence, and can coach others to write compelling copy
- See the big picture
- Work independently and effectively manage your time and workload against both short and long deadlines

You are:

- Mission-oriented -- and you believe in the power of local governments to make a real difference in people's lives
- A self-starter -- you have a track record of taking the initiative and taking smart risks
- A people person -- you like people, and you know how to work effectively with different kinds of people
- A skilled storyteller
- A skilled interviewer
- A great listener -- you know what active listening is and you practice it regularly
- A problem solver
- Biased toward action
- Resourceful

Compensation

RFA offers a competitive salary and a generous benefits package, including full health benefits, a 403(b) plan with employer contribution, and paid time off.

How to Apply

If interested, please send a brief cover letter, resume, and a recent writing sample (as a link or attachment; the submitted piece should be less than 1,000 words), and salary requirements to recruiting@results4america.org, subject: "WWC Communications Senior Manager -- Your Name".

Results for America is an equal opportunity employer and actively encourages people from minority groups and diverse backgrounds to apply for positions within our organization.