



Organization: Results for America

Role: Manager, Strategic Communications and Marketing

Location: Flexible (New York/Washington, DC preferred)

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. We believe that data-driven and evidence-based policy decisions could significantly increase the impact of the over \$1 trillion that governments spend annually to advance economic mobility and racial equity.

Founded in 2012, RFA spent its first three years partnering with policy innovators to build the credibility of evidence-based policymaking, securing early and important wins in education, expanding its work to multiple levels of government, and driving awareness and demand through carefully orchestrated education and communication campaigns. During its second phase (2015-2018), RFA worked to demonstrate the power of evidence-based policymaking in ways that resonate with an even broader universe of elected officials and policymakers. Now in its third phase of work, RFA intends to demonstrate that governments at all levels can make faster, more lasting progress in accelerating economic mobility for residents when they use evidence and data in decision-making. By creating specific issue-area wins, RFA will further cement support for evidence-based policymaking among all policymakers as the "new normal."

Position Overview

RFA's strategic communications team supports outreach, programming, and branding for all of RFA's federal, state, and local efforts. This position will focus on local government communications, including but not limited to What Works Cities (WWC), a Bloomberg Philanthropies supported effort which helps local governments improve residents' lives by using data and evidence effectively to tackle pressing challenges. WWC is entering a new phase of work, focused on increasing the number of cities it supports in the U.S., as well as expanding internationally. In addition, RFA's local government portfolio is broadening its scope to support communities in developing evidence-based, results-driven practices, policies, programs, and systems that advance economic mobility and racial equity.

To this end, Results for America is seeking an energetic, creative Strategic Communications and Marketing Manager with strong writing and digital media skills to support its current goals and to make progress on its longer-term ambitions.

Position Reporting Relationship

The Strategic Communications and Marketing Manager will report to RFA's Director, Strategic Communications and work closely with senior communications staff across RFA.

Position Responsibilities

The Manager will oversee the execution of day-to-day marketing and communications activities, identifying and publicly amplifying the organization's impact and thought leadership, and growing demand among U.S. cities to build well-managed local governments. The Manager will help lead and facilitate work across RFA communications, including announcements, social media, marketing collateral, digital storytelling, and special projects. Specific responsibilities include but are not limited to:

Content Development (60%)

- Draft, design and distribute written materials to support RFA's local government policy and program initiatives, including but not limited to press releases, op-eds, reports, blogs and other content
- Manage WWC's monthly newsletter (*Winning with Data*), Medium publications and email blasts; collect and analyze campaign metrics to inform content strategies
- Support and create opportunities for partner organizations, city leaders, and others in the initiative's network to publish original content that amplifies RFA's brand and thought leadership
- Write and develop original owned media content (e.g., feature narratives about cities achieving Certification) that demonstrates the work and impact of the initiative and cities in compelling, engaging ways
- Support the development of briefing memos and backgrounders, talking points for spokespeople, presentation decks, one-pagers, and other materials

Digital and Social Media (30%)

- Lead the development and implementation of RFA's local government social media strategy across programs and policy initiatives using Twitter, Facebook, LinkedIn, YouTube and other platforms; collect and analyze metrics to inform the social media strategy
- Help develop new multimedia content including but not limited to: short videos, data visualization projects and other creative content
- Update the WWC website; support on developing a longer-term strategy to transform the website into the definitive source of information about the initiative, resources, opportunities to get involved, and impact stories
- Build and maintain relevant information logs including the initiative's archive of digital assets, including photos and videos
- Perform other duties as assigned

All RFA employees are expected to participate in the organization's diversity, equity, and inclusion (DEI) efforts.

This is a full-time, exempt position.

Qualifications

Experience

- Bachelor's degree and at least 6-8 years of work experience required;
- Experience using blast email systems (Constant Contact, MailChimp)

Competencies

- Outstanding writing skills, including knowledge of AP Stylebook;
- Knowledge of electronic media such as websites, Medium, e-newsletters, social media, and others; comfortable learning new programs, as necessary;
- Proficiency in Microsoft Office computer programs and experience using design tools;
- Outstanding interpersonal skills and ability to build relationships with policymakers, media and other stakeholders;
- Strong project management skills, with ability to work independently and to prioritize multiple projects simultaneously;
- Strong attention to detail and organizational capabilities;
- Able to work across a virtual and in-person team
- Fluency in Spanish, French or Portuguese and/or experience in global and multicultural marketing strategies (preferred);
- Strong commitment to the Results for America mission and vision; and to RFA's diversity, equality, and inclusion commitments.

Salary and Benefits

At Results for America, all staff members currently receive a compensation package that includes: (1) a salary aligned with RFA's position level and salary bands and against similar nonprofit organizations; and (2) a suite of benefits that includes a choice of medical and/or vision and dental care, paid time off, a 403b retirement plan with employer match, and education and commuter benefits.

How to Apply

To apply for this position, please complete the following [form](#).

RFA is an equal opportunity employer that values/celebrates diversity and that follows a policy of making all employment decisions and personnel actions without regard to race, color, religion, national origin, sex, age, marital status, partnership status, personal appearance, sexual orientation, gender identity or expression, genetic information, family responsibilities, matriculation, political affiliation, disability, status as a victim of domestic violence, sexual offenses or stalking, military status, veteran status or any other category protected under federal, state or local law.