



Organization: Results for America

Role: Senior Manager, Strategic Communications

Location: Flexible

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 \$2 trillion that governments spend annually to advance economic mobility and racial equity.

Department Overview

RFA's Strategic Communications Team leads marketing, events and communications efforts across all of RFA's initiatives, and mobilizes a growing coalition of federal, state and local government leaders committed to using evidence and data to deliver better results.

Project Overview

Starting in 2024, RFA, in partnership with a major national funder, is embarking on a large-scale, multi-year effort in support of local government decision makers, focused on building the value of public goods and resources that better enable these leaders to increase economic mobility in their communities. As a part of this effort, RFA will establish a public goods community of practice that will bring together multiple national network partners and resource creators to improve the creation and delivery of public goods to advance economic mobility. Through this project, RFA and its partners will help ensure that local government leaders can access and utilize the high-quality, user-centered resources and supports they need to expand economic opportunity and achieve more equitable outcomes for their residents.

Position Overview

The Senior Manager, Strategic Communications will be the communications lead for this project, developing and implementing marketing, events, storytelling, social media and other communications strategies. The Senior Manager will work closely with the project's national network partners and resource creators to build creative, effective dissemination plans for resources that help local government leaders adopt evidence-based solutions that drive upward mobility.

Position Reporting Relationship

The Senior Manager, Strategic Communications will report to the Vice President of Strategic Communications, working closely with the leadership of the new project team.

Position Responsibilities

The Senior Manager will oversee the execution of a multi-year marketing and communications strategy, and coordinate with partners to mobilize local government leaders to implement evidence-based solutions. Specific responsibilities include but are not limited to:

Content Dissemination Strategies (50%)

- Partner with multiple national network partners to build dissemination plans to promote evidence-based tools such as Results for America's Economic Mobility Catalog, the Urban Institute's Upward Mobility Framework and Opportunity Insights' research and data.
- Develop and release e-blasts, newsletters, social media, press releases, blogs, and other content to promote these resources.
- Oversee a robust content calendar, developed with project partners, to drive awareness and adoption by local government leaders of evidence-based economic mobility strategies.
- Lead monthly meetings with partners to coordinate strategy, track analytics, and improve dissemination efforts.

Targeted Outreach to Policymakers (25%)

- Identify and develop segmented marketing strategies to reach local decision makers
- A/B test different messages and craft personalized outreach
- Organize 1-on-1 and small group meetings with local government leaders to share resources to help them implement effective solutions.

Events and Media Partnerships (25%)

- Work with partners to develop national, regional and local events that elevate economic mobility solutions.
- Build event and content partnerships with media outlets.
- Draft TPs, session guides and promotional materials for events.

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

Experience and Competencies

The ideal candidate will have the following qualifications, along with a strong commitment to RFA's mission and vision, including its diversity, equality, and inclusion values.

Experience:

- Bachelor's degree and at least 8-10 years of work experience required;
- Experience building and implementing communications plans, leading marketing campaigns, and tracking analytics on the success of those efforts;

- Experience working with local governments and familiarity with economic mobility and/or government innovation approaches;
- Experience in organizing, hosting and developing content for in-person and virtual events;
- Demonstrated track record of successful project completion even in ambiguous environments, taking initiative to solve problems, and cultivating strong, mutually beneficial partnerships;
- Experience setting and driving toward the accomplishment of multiple team goals;
- Demonstrated ability to manage cross-team / cross-department initiatives;
- Technical skills: Proficiency in CRM (Salesforce); social media platforms (Twitter/X; Instagram; Threads, LinkedIn; Facebook); email marketing platforms (Constant Contact, MailChimp, Gmass), Microsoft Office computer programs, and design tools (Canva, Adobe.)

Competencies:

- Outstanding writing skills, including knowledge of AP Stylebook;
- Excellent interpersonal skills and ability to build relationships with policymakers, partners, and the media
- Knowledge of electronic media such as websites, Medium, e-newsletters, social media.

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; (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. The salary band for this position is \$90,200 - \$107,800.

How to Apply

To apply for this position, [please send your cover letter, resume, and 3-5 writing samples to recruiting@results4america.org](mailto:recruiting@results4america.org). The subject line of your email should read "YOUR NAME – Senior Manager, Strategic Communications."

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.