



## SENIOR COMMUNICATIONS MANAGER

*Reports To:* Executive Director, Communications & Advocacy

*Status:* Full Time/Exempt

*Location Options:* Bellevue/Seattle, WA; Los Angeles, CA

*Preferred Location:* Bellevue/Seattle, WA

*Apply By:* 6/30/2022

### About Ballmer Group

Since 2015, Ballmer Group (BG) has supported efforts to improve economic mobility for children and families in the United States who are disproportionately likely to remain in poverty. Ultimately, we envision a country where every child, regardless of background and circumstance, has an equal chance to achieve the American Dream – the promise of moving up from one generation to the next through effort and talent. Our work must tackle the systemic racism and inequities that have made the American Dream historically inaccessible to many.

Our co-founders – philanthropist Connie Ballmer and her husband Steve Ballmer, former CEO of Microsoft, and chairman of the LA Clippers – are committed to impacting economic mobility and encourage innovative thinking to move the needle and drive systems and policy change. BG focuses on multiple intersectional issues such as early learning; K-12 education; youth development; college and career pathways; housing; health; and criminal justice. We are both a national and regional funder – we have a presence and invest deeply in Washington state, southeast Michigan, and Los Angeles County.

We acknowledge that systemic racism makes it harder for people of color to move up the economic ladder and we seek to address barriers to racial equity in all we do. This means we do work to support communities of color, as we continue to learn more about what it takes to engage in a practice of racial equity.

For more information about BG Philanthropy, please visit: [www.ballmergroup.org](http://www.ballmergroup.org).

### The Opportunity

BG seeks an imaginative, proactive, and accountable communications professional interested in applying their writing, editing, and storytelling skills to amplify work that helps BG meet its mission. BG is growing and recognizes that with growth comes increased responsibility to use our voice to tackle complex problems, a need to continue our commitment to transparency, and a call to use our platform to lift our grantees' work. The newly created Senior Communications Manager position will be responsible for leading the execution of a strategic communications plan for BG Philanthropy, focused internally and externally. The role will report to and collaborate with the Executive Director of Communications and Advocacy; sit in our national strategic team; support the co-founders and President; and partner with our teams and regions to meet their specific communications needs, ensuring that BG can speak with one voice across the organization.

A primary function of this role will be to work with the Executive Director to oversee BG's external communications presence, while also keeping a strong eye on internal communications processes and goals. This includes developing content across platforms, supporting message development, and collaborating with partners and grantees – many of whom represent communities of color and other underrepresented groups – to tell powerful, authentic stories about their impact. Strong earned media skills and understanding of traditional and emerging communications platforms will be critical to success. In addition, we are looking for a team member who understands narrative change and the role that language plays in racial equity and social impact work as we strive to use clear language and asset framing to shape our work.

Most importantly, this role is designed for someone who has a passion for change and impact at scale and with innovation as well as the emotional intelligence to communicate effectively with diverse audiences. We want you to be as excited as we are about the opportunity for philanthropy to make a meaningful difference in the economic mobility of children and families across the country and to be able to inspire others to feel the same.

### **Key Priorities and Responsibilities**

- Implement and manage BG's external communications strategy including working with media, developing content, and collaborating with external partners and grantees.
- Collaborate with the Executive Director and leadership team in developing an annual communications approach that supports BG's philanthropic mission.
- Manage BG internal communications including but not limited to preparing meeting agendas; managing the internal calendar; drafting emails and talking points; and supporting executive leadership.
- Collaborate with the operations team to help with change management.
- Sit on the internal Racial Equity Diversity and Inclusiveness communications team and support colleagues in making BG communications more inclusive and equitable.
- Identify opportunities that further BG's mission.
- Work with both local and national media as needed to tell compelling stories and accurately position BG work and grantees.
- Bring messaging experience and expertise to continuously refine message and tone, ensuring cohesion and coherence across all platforms and properties including the website, internal communications, external presentations, media engagements, etc.
- Manage the BG website and serve as the lead on creating fresh content.
- Provide support for BG's social media, especially Twitter and LinkedIn, and bring forward new ideas for BG's social media presence working with vendors to bring them to life.
- Support BG regional teams and executive leadership by developing and executing specific communications plans around individual BG initiatives and projects.
- Work with grantees to support their communications needs such as advising and

participating in grantee communications efforts and developing co-created content.

- Keep abreast of emerging issues related to BG impact areas as well as follow racial equity conversations, opportunities, and issues affecting economic mobility and apply understanding of external trends and conversations to BG strategy, voice, and tactics.
- Manage vendor relationships, liaise with internal teams, and work with multiple partners effectively to bring projects to life.

## **Qualifications**

### **The ideal candidate will:**

- Bring creativity, humility, integrity, and humor and be interested in bringing new ideas forward to help further BG's mission through strategic communications.
- Be an excellent writer and editor with the ability to tell compelling stories and share takeaways and insights using clear language; bring a sharp eye for editing content and copywriting; and create content in multiple formats (e.g., longer form articles, social media, speechwriting, blog posts, PowerPoint decks, executive memos, etc.) across diverse audiences including BG executives, the entire BG team, and external stakeholders such as partners and grantees.
- Possess an understanding of racial equity and how language affects storytelling, shapes cultural understanding, and can be inclusive with demonstrated experience working with communities of color and underrepresented groups to achieve communications goals.
- Have significant experience engaging with earned media at the national and local levels and a demonstrated ability to build media relationships. Familiarity with outlets and reporters who cover social issues, politics, and philanthropy a plus.
- Have and continually refine a sophisticated understanding of where different audiences are getting and sharing information and how BG might choose to engage or learn particularly bringing forward recommendations related to how to be effective on social media and be adept at following trends aligned with BG's goals.
- Be skilled at translating complex information into digestible language for multiple audiences.
- Have demonstrated experience working across multiple teams and priorities.

### **Additional qualifications include:**

- At least 8 years of professional experience working in the field of communications, media, or similar fields.
- Dedication to supporting BG's mission with lived experience or other familiarity with the social and racial equity issues that limit opportunity in the United States.
- Experience overseeing creative development with demonstrated ability to lead web, video, digital, and design projects including budget and vendor management.
- Excellent verbal communication and interpersonal skills with the emotional intelligence to build trust, rapport, and effectively function as part of a team with internal and external stakeholders.

- Experience in the political realm or corporate marketing a plus.
- Experience with internal communications, including executive support, preferred.
- Familiarity with Microsoft Office products with advanced PowerPoint skill a plus.

### **Application Process**

Ballmer Group is partnering with Black- and women-owned strategic management consulting and executive search firm [Walker and Associates Consulting](#) for this search. To apply, email a single PDF file containing a cover letter, resume, two brief (1-2 page) writing samples (can be a link to work that exists online), and a list of three references (candidates will be notified in advance of any outreach to your references) to [ballmergroup@walkeraac.com](mailto:ballmergroup@walkeraac.com) on or before 5:00 pm PT on June 30, 2022. Use the subject line: Senior Communications Manager. Resume review begins immediately.

*Questions or Nominations?* Contact Jeannine N. Walker, President and CEO, at [jwalker@walkeraac.com](mailto:jwalker@walkeraac.com).



***Ballmer Group is an equal opportunity employer and is dedicated to building an inclusive workforce where diversity is valued. Individuals seeking employment at Ballmer Group are considered without regards to race, color, religion, national origin, age, sex, marital status, ancestry, physical or mental disability, veteran status, gender identity, or sexual orientation.***