

Communications Director

Oakland, California

WestCoast Children's Clinic (WCC)

Located in the heart of the Fruitvale District in Oakland, CA, WCC is a non-profit community psychology clinic that has provided mental health services to Bay Area children since 1979. Our mission extends beyond mental health service. We advocate for legislation to uphold children's rights to grow up safe, healthy and free to realize their potential. We publish innovative research to inform policy and system change. We train thousands of clinicians to help kids and families through our pre and post doctorate intern programs. At WCC we help children every day with their worries, helping them find their way in the world, and we are committed to them for as long as they need us.

Position Overview

Reporting to the Chief Executive Officer, and serving as an integral member of the management team, the **Communications Director** will be responsible for the development of WCC's communication strategy and will contribute to our strategic planning process. This role will directly manage communications activities that promote, enhance, and protect the organization's brand reputation. The Communications Director will possess an awareness of socioeconomic realities and their impact on issues of race, power and privilege affecting our communities and the work of WCC. The goal is to advance the organization's position with relevant constituents, as well as to drive broader awareness and donor support for the organization.

Responsibilities

- The Communications Director will be responsible for the development, integration, and implementation of a broad range of communication activities relative to the strategic direction and positioning of the organization and its leadership.
- This role will be responsible for WCC's varied and integrated communications products and services including: in-person, email, phone, web, newsletter, press releases, public relations, internal and external presentations, social, professional networking; and marketing.
- This individual will be an ambassador of the Brand and will build relationships with the media, staff, clients, donors and other CBOs at County, State or National level.
- This is a hands-on role, responsible for establishing work priorities based on organizational goals, setting standards for communication across various programs and service sites, soliciting and synthesizing organizational feedback to enhance overall connectedness within the agency.

Our ideal Candidate will have:

- Bachelor's degree or equivalent in communications/marketing experience.
- Minimum 4 – 6 years' experience in nonprofit or similar environment, specifically in the area of communications and/or public relations.
- Excellent research, writing and presentation skills with proven ability to create targeted, persuasive, inspiring communication.
- Exemplary interpersonal communication skills, experience with diverse audiences, ability to exercise discretion in composing and delivery of messaging; Media training a plus.
- Work well under pressure, demonstrating efficiency in time management, excellent organizational and multi-tasking skills.

- Demonstrate sound work ethics with a combination of flexibility.
- Ability to maintain professionalism in contacts with WCC staff and management, AC and County stakeholders.
- Able to self-initiate, work independently and collaboratively as part of a team.
- Basic database experience.

Salary and Benefits

This is a full-time, salaried (exempt) position reporting to the Chief Executive Officer. Competitive pay commensurate with experience includes base salary plus performance based comp, comprehensive benefits package and 403(b) plan.

To Apply

Please use the online submission form at <http://www.westcoastcc.org/work-here/> to submit your cover letter and resume describing how you meet these qualifications. Please note that cover letters are an important part of our applicant review process. It is also helpful to let us know where you saw this posting.

WestCoast Children's Clinic is an equal opportunity employer. We are committed to diminishing the influence of privilege and discrimination in our field and our workplace, whether due to differences concerning age, citizenship, color, disability, marital or parental status, race, religion, gender or sexual orientation.

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