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[BuildingChanges.org](https://BuildingChanges.org)

JOB ANNOUNCEMENT

## Communications Specialist

Building Changes seeks a Communications Specialist to work in partnership with the Strategic Communications Lead and the Senior Communications Manager to develop and push out content that advances our organizational strategic goals. The Communications Specialist will support all functions of the Building Changes' communications department with emphasis on digital/social media strategy, email campaigns, and website and CRM database maintenance. This position reports to the Strategic Communications Lead. While we are currently employing a hybrid work model, our office is based in Seattle, and applicants must be willing to work within Washington State.

Individuals identifying as Black, Indigenous, people of color, having lived experience with homelessness, and/or LGBTQ+ are strongly encouraged to apply.

### About Building Changes

#### Vision

Communities thrive when people have safe and stable housing and can equitably access and use services.

#### Mission

Building Changes advances equitable responses to homelessness in Washington State, with a focus on children, youth, and families and the systems that serve them.

#### Racial Equity Statement

At Building Changes, we seek to hold ourselves accountable for addressing racism and discrimination. Black, Indigenous, and people of color disproportionately experience homelessness due to historical and systemic racism. We cannot address homelessness without addressing racism at its roots and the trauma it continues to perpetuate. We set universal goals to end homelessness and pursue targeted solutions to achieve these goals.

Our racial equity work does not stop there. We are committed to building an internal culture that challenges racism within our organization.

#### Values

Building Changes' work is grounded in these core values: Equity, People, Partnerships, and Integrity.

For more information, visit [BuildingChanges.org](https://BuildingChanges.org)

**Core responsibilities of this position will include:**

- Developing and implementing a comprehensive social media strategy across platforms to advance the organization and its strategic goals.
- Developing content and graphics for social media and other digital platforms.
- Tracking and analyzing social media analytics and identify opportunities for growth.
- Website backend administration, including making content updates, adding new posts, and optimizing content and web pages for SEO.
- Tracking website analytics and identifying opportunities for growth.
- Coordinating and designing email campaigns.
- Tracking email performance and identifying opportunities for growth.
- Creating and maintaining email lists and segments and supporting CRM database clean up.
- Helping maintain editorial calendar, track communications deliverables, and coordinate production across organizational workplans.
- Designing and formatting a variety of reports, briefs, and other materials, adhering to the organization's brand.
- Maintaining the organization's brand guidelines and assets and serving as an internal resource.
- Supporting fundraising events and the creation of fundraising communications deliverables.
- Participating in staff meetings and program team meetings. Identifying communications opportunities and report back on activities.
- Participating in organizational events and provide support as needed in an "all-hands-on-deck" manner.
- Additional communications support activities as needed to support the overall goals of the communications department.

**The successful candidate will have a combination of the following:**

- At least three years of experience in creating and distributing strategic communications across multiple channels, preferably in nonprofit and/or advocacy settings.\*
- Demonstrated understanding of, and commitment to, principles of racial equity, diversity, and inclusion.
- Strong digital writing skills with a focus on engaging audiences and moving them to action.
- Excellent verbal and interpersonal communication skills.
- Demonstrated understanding of digital marketing best practices and ability to drive and implement a digital media program across platforms/channels, including social media, website, and email campaigns.
- Proficiency in MS Office Suite (Word, Excel, PowerPoint, Outlook, and Teams).
- Working knowledge of website content management systems, basic website maintenance, and Search Engine Optimization. WordPress experience a significant plus.
- Proficiency using CRM databases and email marketing platforms. Salesforce and Campaign Monitor experience a significant plus.
- Graphic design and formatting skills desired, specifically proficiency in formatting documents and creating social media and web graphics.
- Experience with social media analytics and Google Analytics desired.

- Demonstrated project management and organizational skills.
- Ability to work well both independently and in cross-functional teams with collaborative decision-making.
- Ability to multi-task, set and meet deadlines, and manage shifting priorities.
- Ability to work with diverse individuals in a welcoming, culturally competent manner.
- Knowledge and experience in homelessness, housing, education, and/or health sectors desired.
- Relationships and connection to communities of color and people with lived experience of homelessness desired.

*\*Note: In our effort to conduct an inclusive search for qualified candidates, this position does not require an advanced degree. Educational attainment will be considered along with other experience.*

Salary for this position is \$65,000. We offer excellent health, time off, retirement, and other benefits.

To apply for this position, click [here](#) and use the online form to submit your cover letter and resume.

*Building Changes is an Equal Opportunity Employer with a strong organizational commitment to building a diverse workforce.*