



DEVELOPING THRIVING COMMUNITIES

**JOIN THE DevNW TEAM AS OUR NEW
COMMUNICATIONS SPECIALIST**

**(Salary Range \$62,500-\$78,500 with benefits + flexible schedule
Hybrid (remote + onsite hours at various locations in Oregon))**

DevNW and CDFI partner, Community Lending Works (CLW) are fostering vibrant, inclusive communities by prioritizing housing, asset development, wealth building, and small business development. To do this work we are deconstructing pervasive systems of oppression such as racism, classism, or sexism that maintain persistent disparities and perpetuate deep imbalances in power, opportunity, and wealth. **The critical contributions of the Communications Specialist to this work are the following:**

- Provide strategic direction, guidance, and management for the Communications Function that advances the organizational mission, impact and equity approach
- Establish, implement, and steward an organizational communication framework and infrastructure that fosters collaboration, knowledge sharing, and trust between teams while navigating internal and external environments
- Take ownership for the development and implementation of a cohesive brand identity built upon clear reputation management principles
- Develop and manage a cohesive communications strategy with attention to the channels and assets that grow and sustain visibility of the vision, mission, services, and results
- Serve as an advisor to and partner with the Executive Team on internal and external communication initiatives
- Partner with Resource Development Team to design, develop, and implement effective audience strategies and messaging paired with appropriate communication methods and tools
- Establish organizational communication practices that address ‘othering’ language from historical and cultural perspectives

To excel in this position, you will need these essential lenses to understand the area of impact:

- A deep understanding of social barriers and disparities with attention to underlying factors such as bias, stereotypes, discrimination, racism, ageism, and other elements of oppression are a must for an equity lens
- Recognize the value of and practice for compassionate, ethical storytelling as integral to the dignity of the storyteller and centering of community voice
- Harness communications as a tool for fostering transparency, building trust, deepening engagement, strengthening performance, and nurturing culture
- Storytelling as pivotal and integral to experiencing a ‘sense of community’ and providing an opportunity to illuminate the links between services and impact
- Advancing narratives that are just, fair, and accurate are essential to developing a shared organizational language and culture rooted in deeper human connection



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It is **CRITICAL** that you have...

- 5+ years of direct experience in the fields of communications, public relations, or marketing - preferably in nonprofit sector- that includes development of annual communications plan, coordinating cross-functional teams, managing budgets, and implementing large initiatives
- Proficient project management skillset paired with ability to foster and manage strong relationships, lead collaborative processes, and build infrastructure within a diverse and complex non-profit that has not had a previous communications position
- Excellent written, verbal, and digital communication skills
- Demonstrate high level of emotional intelligence, ethical standards, and storytelling acumen
- Exposure to graphic design concepts, principles, elements, and applications
- Comfort with providing guidance, critiques, and coaching
- Proficiency with digital and non-digital communication technologies and resources
- Familiarity with social media tools + content development across various platforms
- Willingness to stay current with design and communication tools and trends
- A background that includes navigation of sensitive and confidential content
- Experience with designing and disseminating culturally-relevant media
- Propensity for and willingness to 'dive-in' and be hands-on to create systems and structures

*Experience can be a combination of education/field experience that demonstrates required knowledge, skills, and abilities

Example tasks/responsibilities for the Communications Specialist:

- Provide direction for, guidance to, and supervision of the Outreach Function and to the Outreach Coordinator position
- Audit existing communications function and design a development plan for the organization
- Develop communication policies + guidelines + practices collaboratively, and manage implementation efforts
- Ensure internal communications messages are consistent across all mediums and for different teams and sites within the organization and folks are informed about developments throughout the organization
- Steward communication efforts and assets that emerge from adjacent bodies of work
- Create, manage, and monitor budgets
- Identify and implement tools/processes that keep staff informed of progress across bodies of work



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- Develops, writes, and edits news releases, fact sheets, talking points and content for newsletters, websites, presentations, emails, ads and other materials
- Manage the website and its future addition of a web-based Contact Directory
- Partner with the future Data Governance and Analytics Unit to utilize data to tell the story of the mission and the impact of our work
- Co-create newsletters, annual report and impact communications with Resource Development team
- Support Resource Development team in the development of annual fundraising campaigns

It is GREAT if you have...

- Ability to speak, read, and/or write in Spanish
- Vibrant peer and/or media network

It is a BONUS if you also have...

- Experience with change management initiatives
- Ability to speak, read, and/or write in additional languages
- Background in video production

Shape DevNW's communications journey, Apply with an introduction letter detailing your interest that includes to < careers@devnw.org > with full name and position title in subject line. This will be a rolling recruitment until the position is filled:

1. Describe how your journey thus far has prepared you for the Critical Contributions of this position?
2. Please share an example of where you have addressed a communication that used 'othering' language and/or an oppressive element.
3. Current resume and portfolio link

DevNW is an Equal Employment Opportunity Employer. All qualified persons are encouraged to apply. Applications for employment will be considered without regard to race, color, national or ethnic origin, religion, gender, gender identity, sexual orientation, marital status, age, disability, and any other characteristic protected by applicable law.

Studies have shown that women and people of color are less likely to apply for jobs unless they meet every one of the qualifications listed. We are most interested in finding the best candidate for the job, and that candidate may be one who comes from a less traditional or conventional background. If you meet key qualifications for the job, and believe you would be the best fit, we encourage you to apply; please use your introductory letter to share how you will address areas for which you have less experience. If you are unsure whether you meet the qualifications of this position, we are open to conversation.

DevNW values diversity and supports a welcoming, inclusive environment where all of our employees can thrive. We value a workforce that is representative of the communities we serve.