



Position: Assistant Director of Communications | **Full-Time:** Salary Position

Culture:

Trying Together is a Pittsburgh-based nonprofit that supports the work of early childhood by providing advocacy, community resources, and professional growth opportunities for the needs and rights of children, their families, and the adults who interact with them. A fast-paced organization, Trying Together looks for dedicated and passionate staff who bring positivity to their work and a solution-oriented sensibility.

Purpose:

The Assistant Director of Communications is responsible for content creation and distribution in support of communications and community relations activities for Trying Together’s advocacy, community resource, and professional growth opportunities which may include but are not limited to: Early Learning Resource Center (ELRC) Region 5; Everyday Interactions Matter; The Homewood Early Learning Hub & Family Center; Message from Me; Playful Pittsburgh Collaborative; and Start Strong PA.

Trying Together’s communications and community relations activities include but are not limited to: community engagement activities and events; e-communications development and distribution; print collateral development; social media engagement; and website content management. The Assistant Director of Communications will assist in the day-to-day management of Communications Managers and the Community Relations team, and will report to the Director of Community Relations. The Assistant Director of Communications serves as a member of the Leadership team to meet branding, communications, engagement, and marketing needs aligned with Trying Together’s strategic goals.

Responsibilities:

- Assist with directing content development workflow for the organization.
- Manage organizational content development and graphic design needs submitted via the Marketing Request Form with external graphic design team.
- Monitor and report on key performance indicators (KPIs) across: community engagement; e-communications; social media; and websites utilizing Google Analytics, Facebook Insights, NeonCRM, and SurveyMonkey.
- Work with the Director of Community Relations and consultants to develop and manage Conversion Funnels.
- Assist with management of Communications staff.
- Maintain style guidelines across organizational brands and contracts.
- Lead projects such as campaigns and special events as needed.



- Related duties as assigned.

Qualifications:

- Bachelor's degree in: communications; English; journalism; marketing; political science; or public relations. Graduate degree is preferred.
- Demonstrated experience, knowledge, and skills in communications and marketing.
- Current knowledge and three to five years working experience with digital platforms including but not limited to: Adobe Creative Suite; BaseCamp; Google Suite; MailChimp Pro; Microsoft Office Suite; NeonCRM; Phone2Action; social media; SquareSpace; and WordPress.
- Understands and uses best practices for accessibility, information architecture, and writing for websites.
- Experience managing staff.
- Strong oral and written communications skills.
- Strong analytical, creative, strategic, organizational, and personal skills.
- Ability to prioritize and execute tasks in an efficient manner.
- Enthusiasm for professional growth and the ability to self-start.
- Knowledge, interest, or experience in advocacy, community engagement, nonprofits, and/or the early care and education field is helpful.
- Ability to work nights and weekends as needed.
- Some overnight and statewide travel required.
- Completed Mandated Reporter Training must be completed prior to start date.
- PQAS Professional Development Instructor Certification must be obtained within the first year of employment.
- Ability to work remotely for the duration of 'stay at home' order due to COVID-19 Pandemic.

Required Clearances:

- Clean Act 33 Child Abuse Clearance
- Clean Act 34 PA State Police Clearance
- Clean Act 73 Federal Criminal History Clearance
- National Sex Offender Registry (NSOR) Verification

Physical Requirements:

- Ability to lift 10-20 pounds.

Benefits:

- Competitive compensation and benefits package.
- Appreciative inquiry and strengths-based review process.





5604 Solway Street, Pittsburgh, PA 15217

412.421.3889
tryingtogether.org

Interested Applicants:

Submit a cover letter and resume with a minimum of three work-related references to jobs@tryingtogether.org. Phone calls will not be accepted. Posting will remain open until filled.

Trying Together is an equal opportunity employer. Trying Together does not discriminate and encourages qualified candidates of any gender, race, class, sexual orientation, faith, disability, or age to apply. All candidates will be evaluated on a merit basis.

