



5604 Solway Street, Pittsburgh, PA 15217

412.421.3889
tryingtogether.org

Position: Assistant Director of Communications Strategy

Full-Time | Exempt | Salary Range: \$62,000 - \$68,000

Culture:

Trying Together’s mission is to support high-quality care and education for young children.

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.

Trying Together encourages its team, partners, and communities to interact compassionately and honor the range of cultures, ideas, and identities that root each person. Young children develop and learn by example; this means that children whose early learning environments reflect just actions, equitable opportunities, diverse representation, and inclusive approaches experience healthier interactions and build relationships that enable them to thrive.

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.

Purpose:

The Assistant Director of Communications Strategy is responsible for managing the implementation of communications and marketing strategies in support of Trying Together’s advocacy, community resource, and professional growth opportunities in relation but not limited to the: Allegheny Child Care; Buzzword; Early Learning PA (ELPA); Early Learning Resource Center (ELRC) Region 5; Everyday Interactions Matter; The Homewood Early Learning Hub & Family Center; The Institute for Early Childhood Career Pathways; Message from Me; Playful Pittsburgh; Trying Together; and Your Career, Our Future brands, campaigns, initiatives, programs, and tools. The Assistant Director of Communications Strategy manages the work of the Communications Team which may include the following deliverables but is



not limited to: advertising; analytics and data; branding; corporate; customer relationship management (CRM); development and fundraising; email; event; give-away; graphic design (digital and print); marketing; media; messaging; photography; presentation; print; registration; report; social media; videography; and website content and materials. The Assistant Director of Communications Strategy prioritizes meeting the branding, communications, engagement, and marketing needs aligned with Trying Together's organizational tone and strategic priorities in the coordination and development of all content and materials. This position provides day-to-day supervision of the Communications Team, works collaboratively with all members of the Community Relations Team, and reports to the Director of Community Relations.

Responsibilities:

- Commitment to racial equity and inclusion and a willingness to do the ongoing personal work to bring about a more just society by actively participating in professional growth opportunities.
- Actively work with peers to create a culture of belonging at Trying Together.
- Willingness to disrupt practices that do not honor children's, families', educators', and colleagues' humanity.
- Work with the Director of Community Relations to develop communications and marketing strategies for the organization's brands, campaigns, initiatives, programs, and tools that implement conversion/funnel marketing tactics to reach targeted audiences.
- Attend interdepartmental and project meetings regularly to provide strategic direction to the Communications Team and inform the Director of Community Relations of any constraints to completing on-brand, high-quality deliverables in a timely manner.
- Supervise the management of organizational content and material development needs submitted via the Marketing Request Form to ensure accuracy, branding, budget, and timeline expectations are met and to provide strategic thinking and direction as needed.



- Supervise the coordination and drafting of organizational content development for websites to ensure accuracy, branding, budget, and timeline expectations are met and to provide strategic thinking and direction as needed.
- Supervise the coordination and drafting of organizational content development for email and e-newsletters, Google Ads, social media, and text messages to ensure accuracy, branding, budget, and timeline expectations are met and to provide strategic thinking and direction as needed.
- Supervise coordination of the organization's Google Nonprofit Grant account and guide the strategy for implementing successful ad campaigns.
- Guide the strategy for, supervise the collection of, and approve the development of analytic and data reports on key performance indicators (KPIs) for the brands, campaigns, initiatives, programs, and tools the Communications Team markets and promotes.
- Maintain style guidelines across brands, campaigns, initiatives, programs, and tools managed by Trying Together.
- Lead projects such as campaigns and special events as assigned.
- Support the Director of Community Relations as needed.
- Work collaboratively across departments within Trying Together to meet the mission and accomplish the work.
- Participate in initial and ongoing professional development for continuous learning and expanding one's professional knowledge base.
- Consistently use the NeonCRM platform to build relationships with constituents, record data that measure project performance, and support continuous quality improvement in the organization's resources and services.
- Other duties as assigned.

Qualifications:

- Bachelor's degree in: communications; English; journalism; marketing; or public relations. Graduate degree is preferred.



- Demonstrated experience, knowledge, and skills in communications and marketing.
- Current knowledge and five to 10 years working experience managing communications and marketing teams, events, and projects. Agency experience is a plus.
- Proven track record of implementing successful communications and marketing strategies that have met or exceeded expectations.
- Creative, proactive, and solution-oriented approach to addressing barriers and constraints to keep projects on task and maintain relationships.
- Proficiency working with and managing others' use of digital platforms including but not limited to: Adobe Creative Suite; BaseCamp; Dropbox; Google Suite; Hootsuite; MailChimp Pro; Meltwater; Microsoft Office Suite; NeonCRM; PA PD Registry; Phone2Action; Schoology; SLACK; social media; SquareSpace; Sucuri Monitoring; SurveyMonkey; WordPress; and Zoom.
- Google Data Analytics and Advanced Data Analytics Professional, Project Management Professional, and Business Intelligence Professional Certifications preferred.
- Understands and uses best practices for accessibility, information architecture, and writing for websites.
- 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 the early care and education field is helpful.
- Ability to work occasional evenings and/or weekends.
- Some statewide travel required.

Required Clearances:

- Clean Act 33 Child Abuse Clearance
- Clean Act 34 PA State Police Clearance
- Clean Act 73 Federal Criminal History Clearance





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- National Sex Offender Registry (NSOR) Verification

Required Training:

- Mandated Reporter Training (must be completed in the first month of placement).
- NeonCRM Training (required and recommended online courses must be completed in the first three months of placement).
- PQAS Professional Development Instructor Certification (must be obtained within the first year of employment).

Benefits:

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

Interested Applicants:

Applicants must apply at tryingtogether.applytojob.com/apply and upload their resume and three work-related references. Phone calls will not be accepted. Posting will remain open until filled.

