



[Seattle Neighborhood Greenways](#) (SNG) is a grassroots, walking and biking focused, non-profit that has served Seattle, Washington since 2011. Seattle Neighborhood Greenways organizes and mobilizes people to make every neighborhood a great place to walk, bike and live.

Seattle Neighborhood Greenways envisions a future where Seattle's streets unite neighborhoods and connect people to where they need to go. Walking and biking are convenient, safe, comfortable, and even joyful. Children are able to walk and bike to school and to parks. Seniors are able to stay active and connected by walking and biking. Seattle's streets — one fourth of our total land as a city — incorporate neighborhood priorities for play, relaxation, recreation, greenery, and community-building. The streets and transportation systems are truly accessible and welcoming, and reflect the needs of people of every age, language, ethnicity, gender, race, ability, and level of wealth. Achieving this vision will give us more choices for how to get around, keep us safer, save us money, and reduce climate pollution.

Job Title: Communications Director

Why join SNG at this juncture?

SNG has emerged as the voice for transformational changes to our streets to better reflect our city's values of safety, equity, sustainability, accessibility, affordability, convenience, and health. We have a portfolio of exciting projects and need a skilled communications professional to help us seize this critical moment as city leaders make key decisions over the next few years. We are a growing organization and consequently expanding our communications capacity with a rebranding process, a new website, and exciting partnerships with videographers, photographers, and graphic designers.

Key Responsibilities

Communications Strategy & Brand Management

- Work with our communications consulting firm and other SNG Staff and Board Members to finalize and implement our rebranding and message framework.
- Develop, implement, and evaluate a strategic communications plan to broaden the awareness and impact of SNG and its work across key audiences, including media, supporters, advocates, volunteers, partners, and other stakeholders.
- Steward SNG's brand and messaging consistency for all communications to reflect our mission, values, and target audiences.
- Manage communications across all channels including website, email, social media, traditional media, mailed pieces, and events. Serve as lead editor for all communications.

Content Creation & Distribution

- Work with staff, volunteers, allies, and community members to develop compelling stories.
- Manage contract videographers, photographers, and graphic designers to craft compelling multimedia stories. Oversee SNG's photo, video, and graphics library.
- Craft blogs, web content, press releases, newsletters, handouts, and posters/signs.

- Manage and continually improve SNG's website, CRM database (Little Green Light), Mailchimp E-Newsletter, and social media. Work with consultants to finalize our website upgrade project.
- Cultivate and maintain relationships with the members of the press, prepare/distribute press releases, and organize press conferences as needed.

Building Our Base Of Supporters

- Collaborate with the program team to implement communications that recruit and develop new volunteers and advocates. For example: identifying the key audience for a particular campaign and developing compelling stories to reach them.
- Collaborate with other SNG staff to implement aspects of our updated Racial Equity Action Plan.
- Collaborate with the Development Director and Executive Director to implement communications that bring in new donors and steward existing ones as part of our "moves management" strategy. For example: crafting stories that we know will excite donors, collaborating on print or written appeals, and getting our stories placed in key venues to recruit new donors.

Other responsibilities: as assigned.

Who are we looking for?

An ideal candidate would have a keen sense of how to identify and target key audiences; frame and craft compelling stories; and move people to take action. They would also be passionate about growing, engaging, and developing our base of volunteers, donors, and general supporters.

Requirements

- Excellent writing capabilities
- Highly organized and detail oriented
- Experience managing marketing and public relations
- Proven ability to work collaboratively with staff, board and volunteers
- Experience in record keeping and database maintenance
- Ability to work independently and problem solve towards strategic goals
- Demonstrate strong project management experience
- Passion and intellectual curiosity for the safe streets movement
- A commitment to equity, inclusion, and social justice

Hours

Salaried exempt, but we strive not to exceed 40-hour work weeks. Some evening and weekend meetings/events require a flexible schedule.

Location

All work is within Seattle city limits. We are currently all remote, but expect to have physical space again sometime in 2022.

Transportation

Must be able to travel anywhere within Seattle. Applicants who walk and bike for transportation will be better suited to understand the challenges we currently work on. Access to a car is not required.

Salary and Benefits

Starting salary \$50,000-\$60,000 (depending on experience), with annual cost of living adjustments and raises. Generous vacation policy and a sabbatical policy. Competitive health and dental insurance. Flexible work hours. That warm fuzzy feeling from making a difference.

To apply

Email your resume and cover letter to jobs@seattlegreenways.org. We strongly encourage applications from people who have historically been underrepresented in walking and biking advocacy, nonprofit work, and the transportation sector. Position is open until filled.

Keywords: Communications director, communications manager, marketing, brand development, media relations, storytelling

Seattle Neighborhood Greenways is an at-will employer.