



Senior Communications Manager

About Mandela Partners

Mandela Partners is a 501(c)(3) non-profit organization based in Oakland, CA. Since 2004, we have worked to use food as a tool for communities of color to build wealth, well-being, and economic opportunities in their own neighborhoods. We are a community-based and community-led organization and strongly prioritize the voices of local residents in the direction and focus of our work. We hold ourselves accountable to five key values – partnership, community, transformative change, food is fundamental, and team culture – [described further on our website](#). Our team is majority BIPOC, with a diverse background of professional and lived experiences and a strong orientation towards inclusion, wellness, and joy in the workplace. For more information, please visit www.mandelapartners.org.

Position Overview

The Senior Communications Manager is a new position and will report to the Fund Development Director. The Senior Communications Manager – with input and support from the larger team – will set and lead the implementation of the organization's communications, outreach, and marketing strategies and define effective messaging, branding, and best practices. They will play a key role in elevating and increasing Mandela Partners visibility and develop narratives with communities at the center that represent authentic accounts by and for the people we serve. The Senior Communications Manager will directly supervise the Community Engagement Coordinator and provide opportunities for shared feedback, development, and growth.

Key Responsibilities

Strategic Communications Development & Implementation (60%)

- Lead the co-creation, management, and implementation of a communications strategy and plan to amplify and support Mandela Partners' programs and community initiatives and support effective internal communications and collaborations across the Mandela Partners team
- Manage the ebb and flow of feedback from teams and make final decisions about design, messaging, and communication channels
- Manage communications resources and systems for staff, including style guides, forms, messaging templates, etc.
- Plan and implement storytelling efforts using multiple mediums: multi-media, written communications, social media, and video, to build and strengthen connections between our programs and the individuals, partners, and communities we work with

- Build media list, conduct outreach and pitch stories/events to media list, and respond to their requests for information or for comments, where appropriate
- Coordinate with our program, development, and leadership teams to set annual goals, timeline, and key messaging.

Digital Communications (25%)

- Monitor Mandela Partners' presence on external sites, blogs, and news outlets
- Review social media calendar weekly facilitated by the Community Engagement Coordinator to provide content and messaging support and oversight
- Hold Mandela Partners' website: generation of new content and graphics, revising program content and news, optimizing for mobile, and general website maintenance
- Support Fund Development efforts by strengthening email subscriber and donor network using EveryAction: developing and sending emails, maintaining subscriber database, segmenting lists, and creating automated workflows
- SEO experience and ability to strategize and provide insight on website orientation
- Analyze and track web performance and continually find ways to improve testing and new initiatives
- Support the Community Engagement Coordinator with the creation of collateral materials (social media, flyers, reports) and provide guidance where needed to help maintain brand consistency
- Collaborate with the Fund Development staff to develop 2-3 digital donor campaigns annually through campaign development, outreach, content creation, and evaluation
- Manage relationships with web contractors for two additional program websites – E14th Eatery + Kitchen and Mandela Produce Distribution

Community Outreach & Internal Communication & Collaboration (15%)

- Support Community Engagement Coordinator with identifying, planning for, and representing Mandela Partners at community events and in other in-person outreach efforts
- Support the growth of our ecosystem with communities we serve through networking, community meetings, events, canvassing, and flyering when needed
- Foster a culture of open communication internally to ensure that staff feel valued and heard
- Create tools and resources that help staff, the Board of Directors, and select partners effectively communicate the value and impact of Mandela programs consistently
- Mobilize and encourage staff from different departments to coordinate shared projects with direction and support from the Leadership Team

To Be Successful in this Role You Have:

- 5+ years of experience developing and implementing a communications plan and managing communications at a nonprofit organization
- 3+ years of supervision experience and ability to provide consistent guidance and feedback
- 2+ years of experience participating in storytelling and/or narrative change work

- Alignment with our commitment to improve health, create wealth, and build assets through local food enterprises in under-served communities
- Bilingual in Spanish is a preferred skill for the position but not required
- Strong and engaging written communications, including the ability to compose, edit, and refine materials for a diverse range of audiences
- Knowledge of graphics applications such as Canva and Adobe Creative Cloud
- Knowledge of and familiarity with social media and website content management
- Experience in video production and video editing software
- Experience working with and maintaining relationships with local media contacts
- Experience developing and supporting internal communications
- Ability to use Microsoft Excel and Google Drive (Google Docs, Google Sheets)
- Ability to work both independently and as part of a team
- Strong capacity to connect with staff, community partners, and funders and to interact comfortably with a broad range of people and backgrounds

Compensation & Benefits

This is a full-time, exempt position with benefits and an annual salary of \$84,000 to \$92,000, depending on experience.

The Mandela Partners benefits package includes seven days of paid vacation with progressive increases in year two and year three, office closures during the week between Christmas Eve and New Year's Day and the week of Juneteenth, 10 paid holidays, 12 sick days, and health/dental/vision benefits. Employees are immediately eligible for 403(b) retirement plan enrollment.

Mandela Partners' standard office hours are 9 AM – 5 PM, Monday through Friday. Occasional hours outside of standard office hours may be necessary, with advanced notice. Mandela Partners currently operates a hybrid work schedule, with the team working in our Oakland office on Mondays and at least one additional day at one of our East Bay sites.

Steps to Apply

Please send a resume and cover letter detailing your experience, what excites you about this role, and why you feel you'd be a good fit to jobs@mandelapartners.org. There is no application deadline, but interviews will begin immediately, with an expected start date of July 2024; we encourage you to apply ASAP!

Mandela Partners is an equal opportunity employer. People of color, members of the LGBTQ+ community, women, trans and nonbinary people, and lifelong Oakland residents are encouraged to apply.