



Job Posting Director of Communications

Position Description:

The Center for Children's Advocacy (CCA), the largest children's rights organization in New England, seeks a full-time dynamic marketing professional to drive its communications strategy in support of CCA's advocacy initiatives and fundraising. CCA is a non-profit organization dedicated to enforcing the legal rights of low-income children and youth and BIPOC children and youth. More information about the Center can be found on CCA's website: www.cca-ct.org.

CCA is committed to the principles of equity, diversity and inclusion and to providing employees with a work environment free of discrimination and harassment. CCA is also committed to advancing racial justice, cultural competence and anti-racism practices and policies internally as well as in the communities we serve.

The Communications Director will:

- Develop, drive and manage the deployment of a multi-channel communications strategy across the Center's discrete audiences to engage audience segments and lead them to take measurable actions, including engaging in actions in support of CCA's advocacy initiatives and making donations to CCA.
- Be responsible for creating and disseminating communication pieces, including e-newsletters, email appeals, and videos.
- Develop annual report content.
- Be responsible for the organization's website and social media.
- Ensure consistent branding of the organization.
- Track and measure the level of engagement and measurable actions taken, across various platforms and communications channels, and ensure the communications strategy is data-driven.
- Develop and implement an annual communications plan.
- Use a Diversity, Equity and Inclusion (DEI) lens in developing communications.
- Manage media relations and develop contacts with print, video, audio and electronic media members and influencers.

Qualifications:

- Bachelor's degree in communications, marketing or a related discipline.
- Excellent copywriting, copyediting and storytelling abilities.
- 3 years of communications, marketing or public relations or related experience.
- Cultural competence and commitment to children's rights and racial justice is required.

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203-688-0113

CCA at CT Children's Medical Center
860-545-8581

cca-ct.org

- Commitment to DEI principles in organizational settings is required.
- Knowledge of e-communications, social media marketing, search engine marketing, Google Analytics, and Constituent Relationship Management (CRM) software.

The Director of Communications will be based in CCA's office in Bridgeport or Hartford. Hybrid remote flexibility is possible.

Compensation:

Salary range is \$65,000-\$73,000. Benefits include 13 paid holidays, generous PTO and sick time, health/dental insurance, disability insurance, life insurance, 403(b) retirement plan, professional development, health care flexible spending account, dependent care flexible spending account, and hybrid remote work flexibility.

Application Process:

Email cover letter and resume to employment@cca-ct.org. CCA intends to fill this position as soon as possible.