

Director of Community Involvement

\$47,000 annually - exempt
Generous benefits package
Reports to Chief Executive Officer

Role:

Thurston Community Media (TCMedia) is a nonprofit community media center located in Olympia, WA. We strive to deliver digital media tools, training, and distribution support that empowers content creators, engages viewers, and builds understanding among the diverse communities we serve.

The Director of Community Involvement is a member of the senior leadership team and is responsible for the design, implementation and continued success of comprehensive marketing and outreach strategies. In collaboration with the CEO, the Director of Community Involvement will help to improve and expand fundraising and development activities and, when assigned, will be directly responsible for managing specific campaigns or events.

The Director of Community Involvement also provides leadership and oversight for our media education program and community benefit productions efforts.

Typical duties include and are not limited to:

External Relations

External Relations and Community Affairs – Manage the agency’s profile in the community through effective media relations, collaborations with partners, and participation in events and activities that leverage TCMedia’s role as a local media makers space and a leader in media production and education.

Marketing and Communications – Create and implement marketing and communications strategies and tactics that promote Thurston Community Media’s programs, services, initiatives and overall mission. Manage TCMedia’s social media strategies, ensuring messages are regularly posted promoting TCMedia’s services, programs and activities.

Events Management– In partnership with CEO and Board of Directors – plan, promote, support and implement events designed to accomplish a variety of goals such as strategic fundraising, awareness-building, and donor engagement.

Resource Development and Fundraising

Understand past history and donor community, devise campaign strategies to grow giving and donor relationships over time, work collaboratively to implement strategies, monitor effectiveness, and report results.

Develop and implement strategies to fully engage and retain donors – including analysis of past successes and creation of new approach to working with specific groups of donors

Help to Implement and expand underwriting services to secure corporate support for programming. Collaborate with the Development Coordinator to build nonprofit partnerships and increase the number of Business Circle members. Help to build foundation and corporate relationships in order to write, submit, and report on grant applications and sponsorship requests.

Media Production and Education

Media Production - Produce/coordinate community focused programs, including event coverage, studio talk shows, and live election coverage. Serve as on-camera talent as needed. Manage creative staff to achieve community production goals.

Training and Education - Lead and support the Media Education staff, growing a robust, future-focused training program including workshops for youth, seniors, adults, and professionals.
Oversee the expansion of the Young Producers Network youth media program.

Continuous Growth - Stay informed on the latest changes in production technology and practices

Organizational Development

Strategic Planning and Organizational Development – Actively contribute (in partnership with other senior leaders) to the development and implementation of organizational strategies and objectives.

People Management – Effectively guide direct reports/team members to achieve department goals and objectives and to contribute to overall organizational strategy. Work with leadership team to recruit, hire, develop and retain appropriate talent/human resources for the organization.

Professional Development – Maintain current knowledge of research and best practices and share knowledge with direct reports and the organization as a whole.

If you possess some of the qualifications below and have a strong interest in learning about the other areas of the job, we encourage you to apply.

Successful candidates will:

Convey a warm, friendly, respectful, and professional public manner. Demonstrated competency when interacting with diverse groups and individuals of differing backgrounds.

Have strong organizational, interpersonal, verbal communication, writing, project management and presentation skills.

Be self-motivated and self-directed with a collaborative and proactive working style.

Come with a proven track record of successful media production and well-developed knowledge of digital media workflow.

Having a donor-centered and customer service mindset is an absolute must.

Have a high degree of comfort with common and emerging technology related to the position (i.e. donor stewardship tools, Microsoft Office, Adobe Creative Cloud tools, and Google Suite).

Preferred qualifications and nice-to-haves:

Demonstrated expertise and a successful professional track record in marketing and communications, digital media content creation, nonprofit management, fundraising, business development or a related field. Post secondary education or training suitable to prepare you for this position is necessary. This can be any combination of technical training, undergraduate or graduate education, and a minimum of 5 years professional work experience, with at least 2 years leading creative teams.

TCMedia is committed to creating an inclusive and equitable environment for our staff and community members. The ability to converse with, create content for and engage Spanish-speaking individuals is highly desirable.

Benefits:

TCMedia offers a generous benefits package for full-time staff including flexible vacation/PTO, employee medical, dental, and vision coverage. TCMedia contributes to a Health Savings Account (HSA) upon hire and makes a retirement match up to 3% after one year of service. After five years of continuous employment with TCMedia, employees are eligible for 5 weeks of paid Professional Development leave. We are proud to offer flexible scheduling and telework opportunities and we are a family-friendly employer. Relocation support is negotiable.

Apply:

Thurston Community Media is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees.

Please submit:

- A PDF resume and letter of interest,
- At least 3 but not more than 5 writing samples including a press release, a newsletter article, letter to a donor or supporter.
- Links to some examples of your digital media, film, photography, or video work.

Send via email to Deborah Vinsel, CEO - dvinsel@Tcmedia.org. Please include "Director of Community Involvement" in the subject line of your email. Please, no phone calls or hard copies of materials through the postal service.

Open until filled.

Applicants under consideration must pass a comprehensive background check.