Project Citizenship
Communications Manager Job Description

Project Citizenship seeks a creative and motivated Communications Manager to lead and expand our marketing and communications efforts. This full-time, hybrid position offers the opportunity to share impactful stories, engage diverse audiences, and contribute to the success of our mission-driven organization.

Project Citizenship is a nonprofit organization that seeks to increase the naturalization rate in New England, with a focus on the most vulnerable and disadvantaged populations. We do that by offering eligibility screening, application assistance, legal referrals, free workshops, and all materials needed to apply for U.S. citizenship, leveraging our impact with the support of hundreds of volunteers and community partners. Project Citizenship envisions a society where all immigrants have the opportunity to participate in American democracy and thrive in their communities fully.

Are you ready to take on a challenging and rewarding role that allows you to make a difference in the lives of others and contributes to the success of Project Citizenship? If so, we invite you to apply for this position today!

Principal Purpose of Job: The Communications Manager leads Project Citizenship's marketing and communication efforts, including managing social media channels, creating and curating content for newsletters and other publications, maintaining and enhancing the organization's website, overseeing branding consistency across all platforms, and developing strategies to engage donors, volunteers, and clients effectively.

Location: This is a hybrid in-office and remote position (3 days and 2 days, respectively). It occasionally requires weeknight and weekend hours (with accompanying flex time).

Essential Job Functions:

Social Media and Content Management

- Manage social media platforms (Facebook, Instagram, LinkedIn, BlueSky) and content calendar.
- Create, schedule, and post engaging content; monitor metrics and respond to inquiries.
- Design and edit digital and print materials, tailor content for diverse audiences.

Media Engagement and Campaigns

- Develop and execute media campaigns to promote events and engage donors, volunteers, and clients.
- Coordinate media coverage for large events like Boston Citizenship Day(s), including ads and interviews.
- Gather client and stakeholder stories for storytelling and promotional purposes.

Website Management

- Conduct regular audits of website content to ensure information is accurate, current, accessible, and aligned with the latest program guidelines and available resources.
- Review and maintain audience-specific landing pages for clients, volunteers, donors, and community partners to ensure content, calls to action, and links remain relevant, functional, and up to date.
- Implement website security updates and conduct routine maintenance tasks.

Data Reporting

- Manage Mailchimp database for email campaigns and tracking.
- Promote and integrate online tools to enhance client experience.
- Prepare the annual Impact Report to highlight organizational achievements.

Event and Program Support

- Create materials for workshops, fundraisers, and events.
- Support program staff in integrating communications into client services, including developing email templates and collateral for information sessions and outreach mailings.
- Ensure event and program materials reflect organizational priorities.

Organizational Development

- Supervise MarCom efforts and delegate tasks to interns as needed.
- Assist with staff onboarding and represent the organization in external meetings.
- Support fundraising initiatives in partnership with the Development Director, including drafting select quarterly grant deliverables, developing year-end campaign materials and donor communications, and assisting with other fundraising and stewardship activities as needed.

Perform other related duties as required or assigned.

Qualifications Desired:

1. Bachelor's degree in communications, marketing, public relations, journalism, or a related field; or equivalent work experience.
2. At least 3–5 years of professional experience in a communications, marketing, or similar role, preferably in a nonprofit setting.
3. Expert attention to detail and organizational skills.
4. Ability to work effectively as part of a team and with people from all levels of the organization.
5. Demonstrated independence, self-direction, and ability to take initiative.
6. Works effectively while balancing conflicting priorities.
7. Proficiency in social media platforms (Facebook, Instagram, LinkedIn, and BlueSky) and scheduling tools.
8. Experience with email marketing tools, such as Mailchimp, and familiarity with managing databases.
9. Strong skills in graphic design and content creation using tools like Canva, Adobe Creative Suite, or similar software.
10. Excellent writing and communication skills.
11. Proficiency in Spanish, Haitian Creole, Portuguese, or Mandarin preferred.

We know that many people (especially people of color, women, LGBTQ+, and people with disabilities) are less likely to apply if they do not check off all the boxes. If you think you're a good fit for this role, we encourage you to apply even if you do not meet all our desired expectations.

Details

- This is a full-time, hybrid position.
    - At least 3 days in office per week will be required after fully in-person onboarding.
    - This position occasionally requires weeknight and weekend hours (with accompanying flex time).
- Pay rate range: $68,000 - $75,000 commensurate with experience.
- Benefits include 4 weeks of paid vacation, 11 paid holidays, 5 days of wellness leave; health and dental insurance (w/ 20% employee contribution); and 401K retirement plan (with 2% match of employee's contribution) access after 6 months of employment.

How to apply:

To apply, please send a cover letter and resume to careers@projectcitizenship.org.

Applications will be reviewed on a rolling basis, so we encourage you to apply early. Start date is as soon as possible.

If you have any accessibility needs, please email careers@projectcitizenship.org for support.