

COMMUNICATIONS MANAGER JOB ANNOUNCEMENT

POSITIONAL OVERVIEW AND RESPONSIBILITIES - The Communications Manager is a dynamic member of our small team who will lead the organization's communication outreach efforts, logistics, and standardized practices. Reinforcing the CRA's principles regarding transparency and community engagement, this position will curate external messaging and media placement to ensure the public is aware of the CRA's activities and initiatives. The Communications Manager works collaboratively with staff and partners to produce content for digital media including websites; create and coordinate content for CRA publications; and coordinate communication with external parties as needed. This position reports to the Director of Finance and Operations. While there is no typical day, examples of the kinds of activities the Communication Manager will perform include:

- Create and update a Communications Plan, along with templates and guidelines for project- and program-related outreach and engagement.
- Develop media content to provide a consistent, targeted, and impactful message to the public regarding the CRA's mission and projects.
- Maintain solid partnerships with program staff to develop, coordinate, direct, and facilitate strategic communications designed to meet business goals.
- Manage the organization's website; create and/or oversee updates and redesigns as needed.
- Manage the CRA's social media strategy; evaluate and execute new-media electronic platforms, as approved; develop creative materials using digital, web, social, and print media.
- Develop branding and style guides and templates to ensure consistency of messaging and graphic presentations.
- Assist in preparation of public meetings including facilitating monthly Board meetings by assisting program staff with formatting and editing of meeting materials to create consistent messaging throughout technical documents and presentations.
- Prepare Board meeting minutes and help maintain public records related to Board activities.
- Work in close collaboration with staff and other community partners in coordinating outreach meetings and events, including scheduling, selecting venues, and publicizing events.
- Maintain shared contact lists for communications; coordinate outreach with staff from the City of Cambridge and project partners as needed; introduce new methods for outreach based on best practices.
- Assist in representing the CRA at public events and/or making presentations to audiences that vary in size and background.
- Develop metrics and measurements for tracking the impact of our communications and outreach efforts, and develop ways to highlight and communicate these successes through a variety of channels.
- Stay informed of developments related to community engagement and communications within the urban planning and development field to foster ideas and innovation.
- Oversee various channels the public uses to contact the CRA, including email, web contact forms, social media, Commonwealth Connect, and future customer relationship management (CRM) efforts.
- May provide oversight to interns and/or consultants.
- Perform other duties as required.

The Communications Manager's work is done indoors in a professional office setting in Kendall Square, as well as outdoors at various local project and meeting sites. This role requires attendance at some evening

meetings. It is a full-time position with a 37.5-hour work week. The CRA operates within a permanent hybrid office and remote work structure where 60% of working hours are spent in the office or at project sites.

QUALIFICATIONS

- Bachelor’s degree in journalism, strategic communications, or equivalent
- Minimum three years of advertising or marketing experience or an equivalent combination of education, training, and experience may be considered.
- Demonstrated experience with all types of social media (e.g. Facebook, Twitter, Instagram, etc.)
- Experience working in a high-volume, fast-paced environment
- Experience in managing website content using platforms such as Squarespace, Constant Contact, and other web-builders.
- Working knowledge of Microsoft Office, Adobe Creative Suite, and web content management systems experience
- Strong, versatile copywriting skills
- Good organizational, planning, and coordination skills
- Ability to multi-task and re-prioritize as needed
- Desire to take full ownership of assigned projects and work independently
- Ability to manage multiple projects simultaneously
- Possesses a sense of urgency; is self-motivated and detail-minded
- Strong interpersonal skills and ability to build collaborative relationships
- Good verbal presentation, group dynamic, and facilitation skills
- Proactive approach in resolving problems and issues

Compelling candidates will bring most of the following qualities:

- **Organized and Collaborative:** You are a team player, comfortable with problem-solving, analysis, decision-making, and multi-tasking various responsibilities.
- **Passion:** You are compelled to do work that matters. You are interested in urban communities, public infrastructure, and how cities work. You have professional and/or volunteer experience working with mission-driven organization(s) that address social or economic needs.
- **Commitment to Equity:** You seek to understand the structures that prevent equity across race, gender, income, ability, and other areas, and are intentional in working to advance equity.
- **Communication Skills:** You are a strong communicator when speaking and writing. You interact with a range of audiences clearly and sensitively, including while facilitating public meetings, drafting memos for the Board, and speaking with partners one on one.
- **Learner:** You love to learn and reflect on personal and technical areas of strength and growth. You share your learning by suggesting improvements in process.

ORGANIZATIONAL OVERVIEW :

Mission Statement: *The Cambridge Redevelopment Authority is committed to implementing creative development projects and initiatives that promote social equity and environmental sustainability. As a real estate entity that works in the public interest, we offer distinctive public investment tools and a human dimension to our projects and partnerships throughout the city.*

This mission requires the CRA to be both nimble and strategic in taking on new projects and initiatives. In recent years, the CRA has completed the Foundry Demonstration Project, amended the Kendall Square Urban Redevelopment Plan (KSURP), initiated the Forward Fund nonprofit grant program, and purchased and renovated the nonprofit office building at 99 Bishop Allen Drive, among other efforts. Current project priorities include the development of affordable homeownership projects, the preservation of commercial spaces that advance economic opportunity, and the delivery of vital community infrastructure including transportation facilities.

The CRA knows that diversity, equity, and inclusion make us stronger as individuals, organizations, and a society. Our work requires understanding of the problems that cities face and the impact of our interventions on residents and communities. The CRA provides a flexible, supportive, and family-friendly work environment and supports all staff in implementing their work, including people with disabilities. We are also committed to a work culture that values the commitments employees have to their families, including members of all generations.

COMPENSATION - Salary range is \$70,000 - \$80,000 based on skills and experience. Our benefit package includes health insurance, dental and vision insurance, paid time off, professional development stipend, transit subsidy and mobile phone subsidy, and membership in the Cambridge Retirement System.

APPLICATION - Respond no later than 5:00 PM on Tuesday, May 28, 2024 by uploading your application consisting of your cover letter and resume (maximum of one page for each document) through the CRA's careers portal located at <https://www.cambridgeredevelopment.org/open-employment-positions>. The CRA is an Equal Opportunity/Affirmative Action employer and values diversity of experience, opinion, and approach.