



**Job Title:** Communications Specialist

**Department:** System Change

**Reports to:** Director of System Change

**Effective Date:** June 27, 2021

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**Classification:** Full-Time, Exempt

**Compensation:** \$55,000 - \$60,000 |DOQ

**Benefits:** Paid Time Off | Dental | Medical

**Location:** Remote

### **Who we are:**

FosterClub's mission is big: lead the efforts of young people in and from foster care to become connected, educated, inspired and represented so they can realize their personal potential and contribute to a better life for their peers.

Our approach is to engage and empower those who have the most at stake in transforming the foster care system: young people themselves. FosterClub creates and connects young people from foster care with unique tools and programs, and engages young people to transform life for themselves, their peers, and to ultimately improve the child welfare system.

FosterClub understands that good youth engagement integrates Justice, Equity, Diversity and Inclusion (JEDI), and that the entire child welfare system is improved by prioritizing the well-being of young people who experience significant bias and discrimination in the child welfare system due to their race, ethnicity, sex, gender identity or expression, sexual orientation, and who are disproportionately represented in the child welfare system.

### **Job Summary:**

The communications specialist on the system change team at FosterClub is a dynamic and creative individual with excellent written and verbal communication skills. This person is expected to lead all of the system change communications efforts. This includes but is not limited to developing and maintaining relationships with FosterClub's partners, crafting communications strategies for



system change's various projects and campaigns, creating content (written, visual, and digital), executing social media campaigns, overseeing and maintaining all websites managed by the system change team, conducting media outreach and managing media relationships as it pertains to the system change team and system change assisted projects.

Additionally, the communications specialist provides communications support to the organization's development team. This includes assistance with grant and proposal writing and occasionally assisting with donor communications and stewardship plans.

The communications specialist should also have experience with or an interest in working with youth in and from the foster care system.

### **Essential Functions:**

- Serve as the public voice of the system change team
- Manage the overall development of system change's digital footprint
- Manage the creation of style guides and brand voice outlines for all public relations, marketing, advertising, and other communications-related efforts on the system change team
- Enhance and expand FosterClub's social media presence and outreach to various stakeholders to increase program reach and audience
- Partner with system change team members and team director to develop effective communication procedures and policies for system change communications efforts
- Ability to effectively communicate with media outlets and journalists and create press materials related to system change efforts at FosterClub
- Ensure media engagement occurs in alignment with FosterClub's efforts to reduce racial and gendered outcome disparities for youth and families
- Routinely monitor the child welfare landscape and conduct industry research to stay abreast on leading topics, policy trends, and research in youth development and child welfare practices

## Writing and Editing

- All external pieces and work submitted by the system change team, as well as front-facing materials drafted for external use, should be proofread and copyedited
- Assist the Director of System Change in developing both long and short thought pieces for publications such as magazines, journals, and news articles
- Assist FosterClub in drafting proposals, grant writing, and developing promotional materials
- Manage the content and frequent submission of all social media platforms and write copy for each

## Project Management

- Demonstrated project management skills, including the use of web-based platforms to manage projects in teams
- Strong data and information management skills, including use of spreadsheets and digital filing systems

## Desired Experience and Skills:

- Bachelors or Masters degree in communications, journalism, or a related field experience
- Minimum of three years experience creating content, proofreading and editing written communication
- Proficiency in Microsoft Office (Word, Excel, PowerPoint, and Outlook) or Google Suite (Docs, Sheets, Slides or Gmail)
- Knowledge of intersectionality of child welfare and other child, youth, and family-serving systems, along with an understanding of how marginalized populations are disproportionately impacted by the child welfare system
- Demonstrated skills using social media, blogging, and other campaign and communications tools
- Graphic design, web design experience requested but not required
- Creative thinker, problem solver
- ***Lived experience with the Child Welfare system is preferred, but not required***



- Residence in the Washington D.C. area (or willingness to relocate) is preferred, but not required
- Self-motivated and collaborative employee who wants to be part of a team bringing about real change in the child welfare system
- Ability to work independently and as part of a team
- Flexible and adaptable to change
- Deadline-oriented
- Ability to handle multiple projects simultaneously
- Strong attention to detail and organizational skills

**All FosterClub Employees are expected to have:**

- A commitment to Justice, Equity, Diversity, & Inclusion (FosterJEDI)
- A willingness to travel. Frequent air travel may be required as part of the role
- An ability to work successfully with young people and adult stakeholders
- An ability to work both independently and as part of a collaborative team
- A commitment to ongoing personal and organizational growth development

**Expected Hours of Work**

FosterClub employees are expected to follow traditional office hours (8:30am - 5:00pm M-F). Assignments for this role may, at times, require weekend hours.

**Travel**

FosterClub staff are expected to have a willingness to travel for this role and adhere to the agency travel policy. This role may require up to 40% of travel time.

**Equal Employment Opportunity (EEO) Statement**

FosterClub is an equal opportunity employer that is committed to diversity and inclusion in the workplace. We prohibit discrimination and harassment of any kind based on race, color, sex, religion, sexual orientation, national origin, disability, genetic information, pregnancy, or any other protected characteristic as outlined by federal, state, or local laws.



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Employee Name | Date

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Manager Name | Date

