



DIGITAL COMMUNICATIONS MANAGER

About TACC:

The American City Coalition (TACC) is a 501(c)(3) organization based in Roxbury's Nubian Square. TACC works to establish multi-sector and multi-stakeholder collaborations to bring investments and resources into the community; these equity initiatives increase collective impact and actively thwart the status quo.

As a place-based organization, TACC focuses its work on Roxbury. Through community-based research, TACC identifies local needs and assets and then uses this information to develop responsive, effective programming and projects.

Job Responsibilities:

The Digital Communications Manager will be a key member of the TACC team with primary responsibility for driving TACC's digital communications strategies that champion TACC's work and increase engagement with key stakeholders and the public.

The Digital Communications Manager will:

- Develop, execute, and manage digital communications strategies including executing email campaigns, managing and growing social channels, and editing and building web pages;
- Craft key messages and digital collateral, consulting with project teams and leadership on communications approach;
- Coordinate and manage the creation of content for digital formats;
- Develop and manage communications plan and systems that support execution of the plan;
- Publish communications through a variety of channels, managing all aspects of distribution;
- Track and report on performance;
- Collaborate with colleagues to develop innovative and creative content that reaches target audience, cultivates relationships, and inspires action;
- Liaise with external communications consultants (e.g., photographers, videographers, public relations firm);
- Identify new digital technologies and trends;
- Contribute to TACC initiatives, including the development of visual materials (e.g., maps, pre-development visioning, program/event support);
- Enhance TACC's brand identity through consistent storytelling and targeted marketing to increase visibility and expand audiences; and
- Other tasks, as necessary.

Qualifications:

Candidates for this position should have:

- Familiarity with the Roxbury and Dorchester communities;
- Commitment to advancing racial equity coupled with some knowledge of Boston's current racial inequalities;

- Experience developing and implementing digital communications strategies;
- Technical fluency with digital channels and tools (e.g., Instagram, Facebook, Twitter, YouTube, LinkedIn, Adobe Creative Suite);
- Resourceful storyteller with demonstrated visual communication skills and strong listening, networking, relationship building, as well as writing skills;
- Curiosity, motivation, enthusiasm, and ability to work independently and as a member of a team;
- Educational requirements are flexible and could include bachelor's degree, master's degree, or a combination of high school diploma/previous work experience;
- Candidates are not limited to those with prior digital communications work experience. Applicants with relevant experience (both paid positions and volunteer roles) in aligned areas (e.g., digital communications, event promotion, or marketing within school council, personal media, or community building in neighborhood/school/faith/other community) are encouraged to apply;
- Photography/videography skills welcomed; and
- Multilingual skills welcomed.

Compensation:

This is a new full-time, 40-hours per week position at 2136 Washington Street in Nubian Square. The position will require some evening and weekend work hours. Competitive compensation and benefits package including health, paid vacation, and other benefits.

How to Apply:

Please submit a resume and brief cover letter that explains your interest in the position to admin@tamcc.org with Digital Communications Manager in the subject line. Applications will be considered on a rolling basis.

Questions:

Your questions are welcomed. Please reach out to us at admin@tamcc.org or 857.308.3012.

As an EOE/AA employer, TACC will not discriminate in its employment practices due to an applicant's race, color, religion, sex, national origin or ancestry, age, sexual orientation, gender identification, genetic information, veteran or disability status or any other factor prohibited by law.