



Position	Senior Communications Associate	Classification	Non-Exempt
Reports To	Director of Communications		
Department	Communications	Salary Range	\$55,000-\$60,000

ABOUT MIRIAM'S KITCHEN

Founded in 1983 as a soup kitchen, Miriam's Kitchen has evolved over the years to provide more than meals. Today, Miriam's Kitchen is a leader in the fight to end veteran and chronic homelessness in DC.

Our vision is to:

- **Impact Individuals:** Help individuals obtain housing as well as the support, resources, and health connections needed to thrive in housing
- **Impact Systems:** End chronic homelessness city-wide through increasing housing resources; improving systems through policy change; and addressing root causes of homelessness.
- **Impact Culture:** Ending chronic homelessness requires a shift in our collective culture. We will work to change the way we think about, talk about, and respond to homelessness, and mobilize others to do the same.

ABOUT THE POSITION

Miriam's Kitchen seeks an experienced communicator with a passion for storytelling and digital media. This position is likely ideal for a mid-level professional who thrives in fast-paced environments that require rigorous collaboration.

The Senior Associate will lead and develop both traditional and digital communications strategy in partnership with the Director and other department leads. The Senior Associate will work independently to coordinate elements needed to encourage meaningful engagement with external audiences that help broaden the reach of MK and inspire action from our community of advocates and supporters. **This role will be highly collaborative, and will require the candidate to be highly organized, detail-oriented, and deadline driven.**

As we seek to build a larger, dedicated communications department, reporting structures and responsibilities may change.

If you are looking for an opportunity to join a growing team, please review the qualifications, and application instructions below.

BASIC QUALIFICATIONS

- Excellent verbal, writing, and editing skills with substantial knowledge of AP Style
- Bachelor's degree in communications, marketing, public relations or related field with a minimum of 3-5 years of related work experience -- **or** -- a minimum of 7 years of experience in communications, marketing, public relations, or related field

PREFERRED QUALIFICATIONS

Knowledge, Skills and Abilities

- An ability to translate complex ideas into accessible stories and data for broader audiences
- Extensive experience using various social media to share critical messages, and market digital content
- Ability to develop and manage social and digital strategy to elevate brands
- Ability to create clean, professional digital graphics using tools from the Adobe Creative Suite (i.e. Photoshop and InDesign); or Canva
- Extensive experience working within various content management systems (CMS) [We currently use WordPress.]
- Extensive experience working within various customer relationship management (CRM) systems [We currently use Salesforce.]
- Extensive experience using various email marketing platforms (e.g. Constant Contact, MailChimp, and Campaign Monitor) to create engaging digital email content used for general e-newsletters and donor appeals
- Exceptional project management skills with an ability to carefully prioritize work according to both organizational, and departmental deadlines
- Ability to create comprehensive metrics reports based on both content and programmatic data across the organization
- Strong conflict resolution skills
- Comfort working with a diverse population, including staff, stakeholders and guests with a variety of backgrounds and lived experiences
- Extensive knowledge of Microsoft Office suite
- A passion for using content, data, and technology to support the movement to end chronic homelessness

DUTIES AND RESPONSIBILITIES

External Communications:

- Manage, and create content for, MK’s social and digital media platforms - including the MK website
- Develop and manage an organizational communications calendar
- Work across departments to assist in writing and editing of monthly e- newsletters, donor communications, and volunteer and advocacy outreach materials
- Develop metrics-informed messaging strategy for MK’s digital communications platforms

Project Management / Strategy Development

- In association with the Director, develop general and campaign-based marketing strategy
- Collaborate across departments to source and create content for e-newsletters and other external communications, as needed

Graphic / Visual Design:

- Create clean, engaging digital media for use on social media, on the MK website, and in external communications
- Work alongside an internal team and/or external vendor to develop and design print collateral as needed (e.g. media kits, program one-pagers, direct mail, flyers, etc.)

VALUES & BENEFITS

OUR VALUES

Miriam’s Kitchen values diversity in thought and experience and is committed to assembling a diverse workplace. People of color, people with lived experience in the issues MK works on, veterans, and LGBTQIA persons are strongly encouraged to apply.

BENEFITS

Miriam’s Kitchen is proud to offer comprehensive benefits that support the continued health and wellbeing of our team including: 100% employer-paid medical, dental, and vision insurance; generous medical coverage for dependents; 100% employer-paid short term disability, long term disability, and life insurance; employer retirement contributions; and annual professional development funds for all full-time team members.

To Apply:

Please submit your resume, cover letter, and writing samples to jobs@miriamskitchen.org with “Senior Communications Associate” as the subject.