Deputy Director, Digital Communications

Salary Range: $77,000.00 To $100,000.00 (USD) Annually
Worker Category: Full Time Regular
Job Class: Professional

DEPARTMENT: Strategic Communications and Campaigns
REPORTS TO: Director of Strategic Communications and Campaigns

PRIMARY OBJECTIVE: Assists the Director in providing departmental leadership (up to 30%) and casting a vision and developing strategies to lead and manage a comprehensive and diversified digital strategic communications and campaigns program for Bread for the World/Bread for the World Institute. The Deputy Director, Digital Communications will develop and oversee a digital communications and campaign strategy to expand, mobilize, and support the educational and advocacy objectives of Bread for the World/Bread for the World Institute; develop a strategy to increase engagement with a younger, more expansive, and diverse audience, including Latinos/as and Pan-African/African Americans; and collaborate with the Deputy Director, Development and Membership to support the digital fundraising effort.

PRIMARY RESPONSIBILITIES/ACTIVITIES:
A. Departmental Leadership (up to 30%)
Under parameters set by the Department Director and in collaboration with the Deputy Director, Strategic Communications and Campaigns:

1. Plans and implements on-boarding of new staff, including serving as a liaison to new staff.
2. Assists Director by developing strategies and budget, and monitoring department progress against annual departmental work plan and budget, drafting responses to the Evaluation Report, and preparing materials for board committees with a focus on the digital program.
3. Attends meetings in place of the Director as requested; occasionally attends meetings with the Director to facilitate rapid responses.
4. In Director's absence as requested, serves as Acting Director, including approving expenditures and timesheets, and working with other departments to address issues, e.g., Finance and Administration to resolve payroll, budget or staff concerns.
5. Provides input to Director for staff evaluations and management, including providing input for performance improvement plans; at the Department Directors' discretion, may coach employees in implementing performance improvement plans.
6. Oversees department's compliance with information system standards, including ensuring appropriate electronic storage of documents and periodic purging of these files and ensuring department follows data protocol requirements.

B. Digital Communications Program Leadership (up to 70%)

1. Develops vision and strategy for digital communications program and manages digital communications team, including supervision of staff and interns. Responsible for refining position descriptions.
2. Crafts and executes strategy to define and meet Bread's digital goals, including:
   - Developing overarching national and state, issue-based and audience-specific online organizing strategies (with a special, although not limited, focus on youth and climate change).
   - Developing recruitment strategies to expand Bread's digital network and attract and retain new supporters, including Pan-African/African American and Latino partners.
   - Coordinating and implementing fundraising strategies with the Deputy Director, Membership and Development, to recruit and retain Bread donors.
3. Directs and oversees management of cross-departmental Digital Communications Team (DCT).
4. Leads qualitative and quantitative research, developing recommendations and updating strategy as needed.
5. Negotiates and manages contracts with digital information service providers and direct response firms (Luminate, any peer-to-peer or SMS texting firm, Eleison, etc.) Evaluates performance of these contracts and adjusts as needed for greatest impact.
6. Collaborates with the Vice President, Finance and Administration on implementation of Bread for the World/Bread for the World Institute's Information Services strategy.
7. Ensures that messaging on digital communications platforms of Bread for the World and Bread for the World Institute conform with overall messaging frame having the greatest impact and educational opportunities.
Partners with key staff in Development and Membership, Organizing and Government Relations to ensure ongoing collaboration and seeks opportunities for leveraging developments in their digital work. Collaborates with key external partners to achieve advocacy and educational goals and strategies.

9. Drives innovation and pilots new strategies to generate growth and engagement. Point of contact for all priority digital projects.

10. Manages budget for digital communications strategy and forecasts future needs.

11. Provides strategic and timely digital media advice to Bread staff in Washington, DC and in the field.

12. Performs other work as may be assigned by the Director.

SECONDARY RESPONSIBILITIES/ACTIVITIES:
Represents the communications department in task forces, working groups, and with external organizations, such as key government offices and coalitions.

SUPERVISION EXERCISED:
Supervises Digital Communications Team.

SKILLS/KNOWLEDGE REQUIRED:
- Bachelor's degree in communications or political science with at least eight years of progressive digital communications experience and expertise including a sophisticated knowledge of digital tools and best practices to build and mobilize large donor and advocacy supporter base.
- Five or more years of proven management and supervision experience, including direct management and supervision of a team and senior level staff.
- Knowledge of federal legislative processes and the use of digital communications and campaigns to influence legislative outcomes.
- Demonstrable experience with project management, goals setting, metrics tracking, and reporting.
- Willingness and desire to learn new and innovative technologies, tactics and strategies.
- Experience engaging ethnically diverse and young adult audiences through digital media platforms.
- Excellent oral, written, and computer skills. Computer literacy in Microsoft Office, use of the Internet for research and experience with data collection and the importance of databases.
- Skilled in rapidly reacting to breaking opportunities.
- Ability to develop collaborative relationships internally and externally, which require a high degree of diplomacy and judgment in order to address and resolve substantive conflicts or escalate concerns to senior management.
- Creative, resourceful, and solution-oriented, and has a proven track record of project management, meeting deadlines, and working in a fast-paced environment.
- Ability to work independently as performance and outcomes are subject to broad organizational review up to 40% of the time and up to 60% of the time are subject to senior management review. Key initiatives may be subject to executive review.
- Demonstrated ability to maintain a professional demeanor including dependability, flexibility, willingness to learn, and problem-solving skills.
- Ability to identify risk factors, to identify multi-faceted problems impacting project goals, and to propose solutions based on knowledge of professional principles and best practices.
- Ability to write and speak Spanish, a plus.
- Commitment to mission and Christian faith basis of Bread for the World.

CULTURAL EXPRESSIONS:
Bread is committed to advancing racial equity externally and internally. All staff members play a vital role. In the course of our work, each staff person should work to apply a racial equity lens to their work and practices; and participate in racial equity and racism on-going training. Bread is also committed to being an equal opportunity employer. Bread does not and shall not discriminate on the basis of race, color, religion (creed), gender, gender expression, age, national origin, disability, marital status, sexual orientation, military status, in any of its activities or operations.

WORK ENVIRONMENT ISSUES:
Some travel may be required. Must be responsive to emails and phone calls off-site and willing to work during evenings, weekends, and holidays as the need may require.

DISCLAIMER:
The information in this job description indicates the general nature and level of work expected of employees in this classification. It is not designed to contain, or to be interpreted as, a comprehensive inventory of all duties, responsibilities, qualifications, and objectives required of employees assigned to this job.
Bread for the World is a collective Christian voice urging our nation's decision-makers to end hunger at home and abroad. Bread for the World Institute provides policy analysis on hunger and strategies to end it.