



## **Communications Director**

### **1.0 FTE Position**

**Headquartered in Oakland, CA; Location flexible**

**Salary: \$110,000 - 120,000**

The Workers Lab is a nonprofit investor that gives new ideas for and with workers a chance to succeed and flourish. We are a lean and mean team of majority first-generation, queer, people of color headquartered in Oakland, CA, though we have people all over the country. We are now at an exciting point in our trajectory and seeking a dedicated, enthusiastic, and creative Communications Director to enhance and manage the image and public perception of our work and brand as the go-to-place for worker-centered innovation.

## **ABOUT THE WORKERS LAB**

The Workers Lab envisions a society where all workers are safe, healthy, and secure. But right now, not all workers can say that they are. That's partly because many of the systems and structures that are supposed to make and keep workers safe, healthy, and secure weren't created with all workers in mind. So, we need to invest in new ideas for workers to achieve our vision. That's why our purpose at The Workers Lab is to give new ideas for and with workers a chance to succeed and flourish. We carry out this purpose through three core strategies; invest, learn and inform.

## **INVEST**

- First, we invest in new ideas and innovations that others are leading on through our Innovation Fund. The Innovation Fund is our signature program and our primary mechanism for sourcing and funding experiments. Each round is different in scope and scale to ensure that we are casting our net for experiments as widely as possible. Since 2014, the Innovation Fund has invested over \$5 million in 78 innovators. Winners usually include a mix of entrepreneurs, nonprofits, and/or public sector leaders and have received up to \$150,000 to give new ideas about work and workers a real chance to succeed and flourish.
- Second, we invest in strategic opportunities where we identify challenges and potential new solutions that require a jump start and where our team of experts can provide unique value in partnership with others. We fast-track these ideas through intensive investment, time-bound activities, and by bringing a unique mix of stakeholders to the table to develop and test solutions driven by workers. We do this through investing in Design Sprints, as well as Special Projects.

## **LEARN**

- Once we invest, we then learn about how that new idea transforms an existing system or structure to make it more modern and inclusive for every kind of worker in our country. To capture and share all that we are learning from our investments, our Learning Hub serves as a knowledge bank of promising ideas on the most pressing issues facing workers in the 21st-century economy.

## **INFORM**

- We then take that learning, make sense of it, and then use it to inform leaders who are making decisions that impact work and workers.



## **POSITION OVERVIEW**

This is a full-time, exempt senior leadership position that reports to the Director of External Affairs at The Workers Lab.

## **POSITION RESPONSIBILITIES**

- Develop and drive a creative, accessible, and cohesive communications strategy.
- Prepare, manage, and edit content and communications materials that project a positive image for our organization.
- Further develop our core organizational message and brand voice and maintain brand integrity across all platforms.
- Oversee and lead a diversely skilled communications team that includes public relations experts, social media/digital strategists, graphic designers, and soon a copywriter.
- Speak on behalf of the organization and develop contacts with media members, influencers, and other strategic communications partners.
- Further strengthen the tools and infrastructure we use to communicate internally and externally (e.g. CRM).
- Collaborate in the following ways with the following departments:
  - Fundraising and Development to develop compelling communications for existing and prospective investors
  - Operations to develop and align an annual editorial calendar with other organizational activities
  - Finance to develop and manage our budget and expenses related to communications
- Work with our CEO to develop and staff a proactive profile-building strategy that includes securing positive media coverage, thought leadership, and public speaking opportunities.
- Collaborate with the other directors to ensure that our communications strategy aligns with the broader strategy and goals of our organization.

## **DESIRED QUALITIES & QUALIFICATIONS**

- Sincere commitment to and interest in the safety, health, and security of all working people
- Proven work experience as a senior Communications Director or similar role
- Impeccable verbal communication, presentation, and interpersonal skills
- Impeccable copywriting and copy-editing skills
- Demonstrated knowledge and proficiency with communications tools and technologies
- Familiarity with social media platforms and social/digital marketing
- Understand the basic principles of copywriting, graphic design, layout, and publishing
- Respectable list of media contacts and experience and high degree of comfort speaking with media and acting as a spokesperson for people/organizations
- Sincere commitment to work collaboratively with all stakeholders, including staff, board members, donors, partners, and other supporters
- Self-starter, able to manage projects and work independently, and entrepreneurial; enjoys creating and implementing new initiatives
- Articulate and natural storyteller
- Can work calmly and swiftly under pressure to deliver results (e.g. delivering talking points fast for a wide variety of audiences)
- Very comfortable working in a non-profit high-growth stage environment
- Proven experience working with a CEO or senior-level executives with high standards for work products
- Team player who can ensure that projects are managed in a collaborative and graceful manner



- 5-7 years experience in a similar role
- Politically savvy and culturally attuned
- Ideally enjoys and has a grasp on US labor history
- Ability to work some nights and weekends and travel when necessary
- Full COVID vaccine required, pursuant to organizational policy

#### **APPLICATION PROCESS**

As part of this application process, we ask all applicants to submit the following in one PDF to [jobs@theworkerslab.com](mailto:jobs@theworkerslab.com):

- Resume
- Cover Letter
- 2-3 Samples of Your Best Work (e.g. memos, decks, concept notes, strategy documents, speeches, op-eds, talking points).

*Our employees like working at The Workers Lab because of our mission, the inclusive environment, work-life balance, our benefits, and our culture. Joining our dedicated team affords the gratification of knowing beyond a doubt that you will impact the lives and well-being of millions of working people. The Workers Lab provides equal employment opportunity to all persons regardless of age, color, national origin, citizenship status, physical or mental disability, race, religion, creed, gender, sex, sexual orientation, gender identity and/or expression, genetic information, marital status, status with regard to public assistance, veteran status or any other characteristic protected by federal, state, or local law.*