



JOB ANNOUNCEMENT

Communications & Marketing Manager

Full-Time, Exempt

At Walk San Francisco, we believe when you walk out the door to go to work, to school, to the park – anywhere – you shouldn't be risking your life by simply crossing the street. But every day an average of three people are hit while walking in San Francisco.

Walk SF exists to change this. Every day, we push for solutions to make our streets dramatically safer for everyone, of every age and ability. We believe San Francisco can become the most pedestrian-friendly city in the nation. And when walking is truly safe and joyful for all, this will bring immense health, equity, economic, and environmental benefits to our city.

We're looking for a new team member to help us with our lifesaving mission!

The **Communications & Marketing Manager** will serve a crucial role in the organization. This role will help Walk SF: engage more people in our work in more ways, especially on social media; tell stories that help shift the narrative around traffic crashes and show the urgent need for safe streets; and level-up how we're using data and systems to support more effective communications and marketing.

You'll enjoy this position if you're someone who: likes to be part of a lot of different pieces of a project, helping them all come together and get out into the world in powerful ways; have both creative and data-loving sides to you; enjoy learning new things and working across teams and topics; and are excited about using content in different ways to make change in the world.

The Communications & Marketing Manager is supervised by and works closely with the Communications Director. This position also works with the whole team in supporting their communications needs.

This is a salaried, non-exempt position, with a starting salary of \$68,000 - \$75,000. Benefits include three weeks of PTO and 10 national holidays (plus our office is closed between Christmas and New Year's); sick time; medical benefits plus a wellness flex fund; professional development funding; and 401k match.

KEY RESPONSIBILITY AREAS

Principal responsibilities of the Communications & Marketing Associate include, but are not limited to:

Core Communications: Social, Email, Media, Web, and Branding

- Create and implement Walk SF's social media plan
- Oversee Walk SF's social media editorial calendar, creating and posting a range of engaging content and engaging with followers/community
- Help draft media advisories
- Maintain tracking document for media hits and media contacts
- Help develop story ideas and pitch reporters
- Create talking points for key campaigns
- Draft, edit, and publish content for newsletters and other mass emails
- Update and improve website content
- Edit and write a range of content to ensure a consistent voice, copyediting, and Walk SF's core messaging

Marketing

- Create marketing plans and content for our signature events like Peak2Peak and the SF Stair Challenge
- Work with the development team to create and implement a marketing strategy for Walk SF's membership program
- Help write and design marketing materials for development as needed, such as a welcome email series for new members

Graphic Design, Photography, Videography

- Create a wide range of graphics, especially for social media
- Maintain and implement Walk SF's design and style guide
- Edit photos as needed for website and other uses
- Take photos and videos at key events to share on social media in real time and after events, plus organize and maintain Walk SF's photo library
- Support special photography or videography projects, including working with volunteers, as needed
- Help staff create effective slide decks with strong visuals, as needed

Salesforce and Data Analysis

- Track and analyze a variety of communications/marketing metrics and identify trends and learnings. Pull monthly reports and summarize communications learnings for Board and staff updates.
- Harness data from various sources (online actions, MailChimp, events) so we are able to better understand, segment, and communicate with different audiences (we have a Salesforce consultant to support this kind of work).

EXPERIENCE AND QUALIFICATIONS OF OUR IDEAL CANDIDATE

While no one person will embody every quality, our ideal candidate will bring many of the qualifications and attributes listed below:

- 3+ years of applicable experience.
- Organized, meets deadlines, detail-oriented, and has a can-do attitude
- Very strong writer and editor, with a keen eye for making content clear and accessible, and moving people to action
- Digital marketing experience a big plus, especially as applied to nonprofits
- Social media savvy, with experience in moving followers into a ladder of engagement
- Experience with an advocacy campaign, especially in a communications role
- Photo and video editing skills a plus
- Graphic design training and enthusiasm
- Comfort and ability to learn new technologies
- Experience and interest in data analysis
- Experience using a CRM (we use Salesforce) and a mass email service provider (we use MailChimp)
- Commitment to Walk SF's mission of creating the most pedestrian-friendly city in the United States, and a strong interest in safe streets topics

HOW TO APPLY

Candidates with a combination of the above qualifications are encouraged to apply.

To apply, please send: 1) a cover letter that includes where you heard about the position, your reasons for applying, and the relevant experiences you would bring to this role; 2) your resume; 3) 1 - 3 relevant writing samples that you were the sole writer and editor of; and 4) OPTIONAL: 1 - 3 samples of other relevant content (graphic design, video, social media).

Please merge these two documents into one PDF with a file name that includes your last name and "Communications & Marketing Manager") and email to careers@walksf.org. Use the subject line: Communications & Marketing Manager Application. Resumes submitted without a cover letter will not be considered.

This opportunity was posted on January 26, 2024.

MORE ABOUT US

Our staff is focused on making positive change in the world, honors and supports diversity in the workplace, and is committed to being intentionally inclusive in all our relationships.

Walk SF sees our work to contribute to ending systemic racism as ongoing, and our Board and staff identify and take meaningful actions internally and externally

as an organization in support of this. We recognize that transportation policy can play a key role in creating a more equitable city and world.

Walk SF is committed to providing a workplace that is free from discrimination and harassment on the basis of race, color, religious creed, national origin, age, sex, marital status, sexual orientation, gender identity, disability, medical condition, veteran status, or any other classification protected by applicable law in employment or service policies and practices.

Currently, we have a hybrid working environment with 2 days minimum in-office each week. Our office is in the Mission District and is ADA accessible and close to transit and bike share. We are a flexible, family-friendly, collaborative workplace that makes time for team bonding and volunteer service.

Walk SF's strategic plan commits our organization to determine our highest priority projects and campaigns through an equity lens. Walk SF focuses our program activities on communities and/or geographies where issues of equity are most at play. Crash data shows that San Francisco's residents living in communities of concern suffer the most from traffic violence. These are communities with the most low-income people, immigrants, communities of color, seniors, children, and people with disabilities.

Learn more about us at walksf.org, especially our blog and most recent impact report.