



Job Opportunity

Communications Manager

Reports To:	Deputy Director
Work Days and Hours:	Full-Time-Exempt
Work Location:	Hybrid/Onsite
Compensation:	\$60,000 - \$65,000

About Shout Mouse Press

Shout Mouse Press (shoutmousepress.org) is dedicated to centering and amplifying the voices of marginalized youth (ages 12+) via writing workshops, publication, and public speaking opportunities. The young people we coach are underrepresented—as characters and as creators—within young people’s literature, and their perspectives underheard. Our work provides a platform for them to tell their own stories and, as published authors, to act as leaders and agents of change.

SMP authors have produced original children’s books, novels, comics, memoirs, and poetry collections that expand empathy, advance social justice, and increase understanding of underheard perspectives. Since our founding in 2014 we have produced 50+ books by 500+ incarcerated, immigrant, Black, low-income, and otherwise marginalized youth in Greater Washington, D.C. and Haiti.

Position Overview

The Communications Manager will play a critical role in ensuring Shout Mouse Press (SMP) achieves its plans for growth in alignment with its mission, vision, and values. This role will be responsible for digital content creation, management of SMP’s editorial calendar, and managing all aspects of the organization’s social media presence. The candidate will be comfortable working both independently and collaboratively within a small, committed team of hardworking professionals, and thrive in a fast-paced, deadline driven environment. The successful candidate must be able to communicate effectively with a diverse range of stakeholders. They must demonstrate cultural competency and be committed to equity and social justice, treating everyone—authors, partners, volunteers, donors, colleagues— with respect and dignity regardless of race, ethnic background, gender, sexual orientation, or socioeconomic background.

The ideal candidate will have an exceptional eye for detail; a passion for digital strategy, results, and analytics; and strong aesthetic instincts. This person is responsible for developing external communications for the organization, including marketing our youth



author programs, book releases and sales, and fundraising to advance our mission. Some administrative duties are also part of this position. This person must be well-organized, flexible, and fully supportive of the mission of Shout Mouse Press.

This position must be based in the DC metro area and entails remote and in-person work. This position reports to the Deputy Director and will collaborate with staff across the organization.

Essential Job Responsibilities

This job description provides a general guideline to duties and responsibilities expected and essential for this position. This role will assist with other duties and responsibilities as assigned.

Content Creation & Design

- Lead digital execution—across email, social media, and website—of marketing, fundraising, book sales, and engagement campaigns throughout the year.
- Write and create email campaigns and manage review, testing, and sending.
- Design and produce marketing materials and collateral for the organization, email marketing campaigns, and special events.
- In collaboration with the Operations Manager, create and update content for the website, including blog entries, events, new book releases, staff updates, etc.

Social Media

- Develop and manage content to SMP's current and future social media channels (currently Facebook, Twitter, Instagram, TikTok, YouTube) to generate increased visibility and engagement.
- Create content for social media accounts and post regularly on each account.
- Monitor and engage in conversations across channels to develop follower relationships.
- Manage social ad campaigns and other promotions; track and share results for continuous improvement to targeting and segments.
- Execute a results-driven social media strategy utilizing analytics and industry best practices.

Digital Media Collection & Management

- Coordinate documentation of programmatic events in collaboration with the programs team.
- Collect and organize impact statements and quotes from SMP authors, readers, educators, and/or audience members to support communications and fundraising, including grant proposals.



- Organize and maintain SMP's media library of photos and videos, including editing and curating photos.
- Convert photos, videos, impact statements, media highlights, literary recognitions, and other assets into clear and compelling stories across multiple channels.

Strategy & Analytics

- With support and guidance from the Deputy Director, devise and manage editorial calendar for all external communications, including regular supporter updates, fundraising campaigns, events, book promotions/sales, press releases, blog posts, and social media.
- Track, measure, and report online engagement analytics in order to use data to update strategies.
- Manage acquisition strategies to ensure we are generating new email subscribers and social media followers.
- Oversee email lists, segmentation, and implementation of strategies to grow SMP's supporter base.
- Collaborate with SMP Publishing Manager to develop book marketing strategies.

Development Support

- Support exporting and cleaning lists for donor segmentation.
- Support Deputy Director in executing SMP's donor stewardship plan.

Programs Support

- Actively engage in Shout Mouse Press programs to truly understand the work, and to build relationships with youth authors to incorporate them meaningfully into our communications work.
- Attend programming events for communications work as well as organizational events for communications and general support, approximately 3-4 times per month

General Support

As a small team, all staff are expected to participate in general office management and support for events, including:

- Support on-site sales at book festivals, conferences, organizational events
- Contribute ideas to planning and strategy for programming, including workshops and events
- Periodic note-taking at staff meetings
- Maintaining up-to-date public and internal calendars
- Nonessential functions of this job include an ability to lift boxes or bags weighing less than 25 pounds to a height of 3-4 feet



Qualifications

We encourage you to apply even if your experience is not a 100% match with the position. We are looking for someone with relevant skills and experience, not a checklist that exactly matches the job description. We want to help you grow and in return, you help us grow into a stronger, more inclusive organization.

Required:

- 3-5 years of experience in communications, marketing, digital media, or digital organizing, preferably in a nonprofit organization
- A commitment to social justice and the role that the arts play in social change
- Strong intercultural competency and comfort working in culturally diverse settings
- Exceptional written and verbal communication skills, including proofreading (candidates selected to interview will be required to complete written performance exercise)
- Experience developing effective email and social media campaigns
- High level of organization with excellent attention to detail
- Demonstrated ability to be self-directed and to prioritize multiple projects, activities, and actions with competing deadlines and levels of urgency
- Effective teamwork and interpersonal skills
- Creative and strategic thinker with sound problem solving and decision making skills
- Working knowledge of design principles to create digital and print marketing materials
- Photography and photo-editing skills
- Proficient technology skills including GSuite, MailChimp, Facebook, Twitter, Instagram. Familiarity with Canva, Adobe Suite or Salesforce a plus.
- Enthusiasm to learn new skills and technologies
- Ability to work a flexible schedule, including some extended workdays, evenings, and some weekends, pending book event schedules

Desired:

- Knowledge of the children's and young adult literature publishing landscape, especially in terms of diversity
- Bachelor's degree in a related field, such as marketing, communications, journalism, public relations or creative writing
- Understanding/experience of best practices in digital fundraising
- Experience using CRM systems and donor databases
- Solid analytical skills for tracking, measuring, and reporting
- Experience working with high-school age youth of color
- Spanish language fluency



Compensation and Benefits

- The salary range for this position is \$60,000 - 65,000 per year.
- A flexible work environment. This position requires regular on-site work and occasional work at our office in Dupont Circle, Washington, DC, but otherwise operates remotely, with flexible work hours. SMP additionally practices No-meeting Fridays.
- Monthly tax-free healthcare reimbursements.
- A generous PTO schedule, including 20 accrued vacation days, 12 holidays, and 5 floating holidays. Additional leave includes 10 sick days and 12 weeks paid family leave. SMP values work-life balance and your holistic well-being.
- Professional development stipend. We are committed to leadership development and prioritize continuing education opportunities for all staff.

To Apply

Interested applicants should send an email to jointheteam@shoutmousepress.org with “Communications Manager” as the subject line that contains the following:

- Cover letter that details:
 - Your mission alignment with our work, and how diversity, equity, and inclusion guides the work you do
 - How your experience and skills match the responsibilities for this position
- Resume
- 2-3 work samples, including an email with a clear call-to-action such as an appeal and a social media post that demonstrates your experience creating compelling digital content. Note: this should not be new work that you create but examples of prior work that demonstrate your experience.

Applications are being accepted on a rolling basis.

Access, Equity, and Inclusion

Shout Mouse Press is an equal opportunity employer, and all qualified applicants will receive consideration without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, disability status, protected veteran status, or any other characteristic protected by law.

Shout Mouse is committed to building a culturally diverse team and to providing professional development opportunities for the next generation of diverse artists and writers. We strongly encourage applicants who are people of color, LGBTQ+, disabled, and/or members of otherwise marginalized groups.