



# TeamChild

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## WHO WE ARE

Headquartered in Seattle, with regional offices in Pierce, Spokane and Yakima counties, TeamChild is a nationally recognized nonprofit organization providing civil legal aid to vulnerable youth across Washington State. The mission of TeamChild is to uphold the rights of youth involved, or at risk of involvement, in the juvenile court system. TeamChild works to help youth secure the education, healthcare, housing, and other supports needed to achieve positive outcomes in their lives. TeamChild believes that racial and other social identities should be respected and affirmed. In support of this belief, an equitable and inclusive organization is being built. Staff, volunteers and board members are being given the tools to address institutional racism and other forms of oppression. This commitment provides a foundation for empowering the youth and families; ensuring they are justly represented and their desires are amply fulfilled.

## ABOUT TEAMCHILD

TeamChild is a nationally recognized nonprofit legal aid organization serving youth across Washington State, with office locations in Seattle, Tacoma, Yakima and Spokane. TeamChild's mission is to uphold the rights of youth involved, or at risk of involvement, in the juvenile legal system to help them secure the education, healthcare, housing and other support they need to achieve positive outcomes in their lives. We have three mutually reinforcing program strategies: legal services, policy advocacy, and training and community education. Core to all of our work is our legal services program, which reaches youth 12-24 years old in four of Washington's largest counties as well as youth incarcerated in our state's juvenile prisons. Our clients are youth and young adults who are entangled in juvenile court and the child welfare system and need civil legal advocacy to prevent homelessness, access education and employment, and get their basic health and other needs met. In our work, we also aim to move systems away from exclusion, punishment, arrest, and incarceration towards more effective and community-based strategies that address root causes and provide culturally meaningful and developmentally appropriate support and opportunities for young people.

At TeamChild, we believe that racial and other social identities should be respected and affirmed. In support of this belief, we are trying to build an equitable and inclusive organization and providing our team of staff, volunteers, and Board members with the tools to address institutionalized racism and other forms of oppression. All members of our team are responsible for providing and supporting an equitable and inclusive work environment that will enrich our interactions with each other and our advocacy. This responsibility provides the foundation for empowering the children and families that we serve so their needs are justly represented, and their desires amply fulfilled.

## Vision

**Young people have power and experience belonging at school, at home, and in their communities**

## Values

### Youth centered

We take bold, creative action in support of young people's self determination.

### Wholeness

We give and receive real support and care for ourselves, clients, and communities. We bring our whole selves to work.

### Accountability:

We operate from an anti-oppression foundation. We act with integrity and intentionality and encourage each other to be better every day.

### Anti-racism:

We operate with anti-racist principles to undo and end all intersecting forms of oppression.

## Salary & Benefits

**\$60,000-\$80,000**

Medical, Dental, and Vision coverage, generous PTO, long/short term disability, 403b, \$1,000 wellbeing benefit, work flexibility.

## OVERVIEW OF THE ROLE

TeamChild is seeking a new addition to our three-person Development & Communications team! This role, reporting to the Director of Development & Communications and partnering with the Annual & Institutional Giving Manager, will be dually responsible for ensuring the success of TeamChild's marketing and communications for our fundraising and community engagement work. Using creativity, marketing acumen, and understanding of basic fundraising and donor development practices, the role will help position TeamChild as a leader in our work to advance justice for youth and make TeamChild's mission and vision understandable and accessible to the community at large.



This is a storytelling role, responsible for partnering with TeamChild staff, young people who have experienced the juvenile legal system and related systems, and other stakeholders including community partners, legislators, and TeamChild Board. We are seeking candidates who are social justice focused, can apply an antiracism and equity lens to storytelling, are inspired by telling stories with young people, and who can take those stories and adapt them to a wide variety of contexts (oral remarks, print media, digital outreach, social media, and web). Because this role includes support of fundraising efforts and is part of our Development team, we are looking for someone who has partnered with fundraising staff, but may or may not have direct fundraising experience. The role is approximately 60% Communications, 40% Fundraising Support (some of that dependent on seasonality – for example, heavy emphasis on fundraising for the Seattle special event).

## PRIMARY RESPONSIBILITIES

### FUNDRAISING & COMMUNICATIONS CONTENT DEVELOPMENT/STORYTELLING (30%)

- With TeamChild stakeholders including staff, youth, and community partners, craft stories that are embedded in TeamChild values (Wholeness, Antiracism, Accountability and Youth-Centered) and illustrate the impact and vision of the organization.
- Collaborate with Program and Policy staff on Communications strategies and activities to advance TeamChild goals
- Ensure that all storytelling guidelines are followed ethically, responsibly and transparently. Coordinate with staff to ensure guidelines are understood and upheld, and that youth clients receive access to information about how their story is crafted and shared.
- Provide coaching and guidance to staff (legal, policy, and community engagement) about writing powerful stories. Where needed, interview young people directly to capture their perspectives and ideas.
- Provide copy-editing and values-aligned editing/feedback to staff and youth as they craft different stories.
- In alignment with TeamChild consent practices, repurpose storytelling content across platforms (blog, newsletter, social media, funder proposals, etc.).
- Partner with Director of Development & Communications and Annual & Institutional Giving Manager to infuse storytelling elements in all proposals, appeals, and events that drive fundraising at TeamChild.

## SOCIAL MEDIA/DIGITAL MEDIA/WEBSITE (25%)

- Oversee the strategy and success of TeamChild’s social media engagement (LinkedIn, Facebook, Instagram, Twitter, YouTube and emerging platforms as appropriate).
- Use HootSuite or similar tool to regularly post and ensure regular cadence of content across all platforms, utilizing social media best practices leading to high levels of engagement.
- Regular maintenance of TeamChild website, making updates in collaboration with corresponding staff.
- Devise annual and quarterly social media calendars, build out themes, and generate ideas for posts.
- Use Canva or other similar tools to create branded graphics that elevate TeamChild’s social brand.
- Collaborate with staff and young people on social media campaigns/projects, as needed.
- Collaborate with Annual & Institutional Giving Manager to write/create fundraising social media content for all fundraising events and appeals.

## AGENCY ANNUAL PUBLICATIONS, COLLATERAL, & BRAND STEWARDSHIP (15%)

- With the Development team, oversee the execution of an annual Seattle spring fundraiser (Advancing Justice Town Hall) raising ~\$70,000.
- Lead all corporate sponsorship cultivation and retention. Identify and solicit new corporate partnership prospects.
- Support values-aligned programming by identifying keynote speaker, staff/program speakers, and with the Development & Communications Manager build out speeches and creative components.
- Oversee logistics in partnership with the Annual & Institutional Giving Manager (outreach, ticketing, catering, alcohol, venue).
- Cultivate a group of event ambassadors/table captains (outreach, toolkits, follow-up, stewardship).

*“I love being part of an organization that has a real impact on the lives of youth and is committed to anti-racism.”*

– Reyna Rollolazo  
Director of Community Engagement and  
Anti-Racism

## COMMUNICATIONS STRATEGY (10%)

- Responsible for establishing Communications/marketing KPIs, tracking, reporting, and identifying opportunities for learning and improvement.
- With the Director of Development & Communications, identify and refine messaging priorities.
- With the Director of Development & Communications, develop strategy for different platforms and remain up-to-date on best practices and trends as they evolve.

## MEDIA OUTREACH & ENGAGEMENT (10%)

- In partnership with the Executive Director and Director of Development & Communications, identify and execute on media and PR strategies that support TeamChild’s presence in the community.
- Maintain a list of publications and reporters for press releases and timely contacts to support organizational initiatives.
- Serve as primary media point of contact for TeamChild (vet requests, identify appropriate spokespeople, and prepare them to engage as needed).

## FUNDRAISING SPECIAL EVENTS (10%)

- Serve as special event lead storyteller. Create meaningful programmatic content (video, speeches, etc) that will inspire and connect to audiences.
- With the Director of Development, identify and prepare keynote speaker remarks and remarks from other staff, Board, and young people.
- Ensure thematic creativity and continuity for the special event.
- Oversee all marketing and outreach to table captains and prospective guests for the special event (social, digital, and print).
- With the Director of Development, help deliver all sponsorship benefits (web, social, print/program) to sponsors via execution of different materials and on the night of the event.





## SKILLS & QUALIFICATIONS

- 2+ years of experience in communications work (PR, writing/copyediting, journalism, storytelling, or other forms of communications/marketing work)
- An understanding of how media can perpetuate harmful narratives about marginalized communities and how to change these narratives,
- Experience using communications expertise to advocate for change
- Strong writing and editing skills
- Demonstrated experience creating visual content through tools like Canva
- Adept in using a variety of digital platforms including Instagram, Facebook and LinkedIn
- Ability to manage multiple tasks and prioritize as needed
- Ability to both collaborate within and across teams and work independently
- Familiarity with racial equity analysis and commitment to undoing institutional racism

## DESIRED QUALIFICATIONS

- Experience with civil legal aid systems
- Experience with youth systems of care, juvenile court systems
- Policy advocacy communications experience
- Familiarity with community-centric fundraising
- Minimum of two years of communications or journalism experience performing tasks directly related to this position
- An understanding of how media can perpetuate harmful narratives about marginalized communities and how to change these narratives
- Strong writing and editing skills
- Adept in using a variety of digital platforms
- Ability to manage multiple tasks and prioritize as needed
- Ability to both collaborate and work independently
- Familiarity with racial equity analysis and commitment to undoing institutional racism

## CULTURE

TeamChild is a unique, values-driven organization that is boldly committed to creating and maintaining a work environment that supports collaboration, inclusion, shared-accountability, distributed power and non-hierarchical operations. At its core, TeamChild fights for effective solutions and community-driven strategies that nurture and develop the health and wellbeing of young people, instead of exclusion and incarceration. Individuals who work for TeamChild are naturally aligned with the following:

- A commitment to anti-racism, anti-oppression, intersectional equity analysis.
- A focus on relationship building.
- An ability to listen with an open mind and a deep commitment to including and respecting diverse viewpoints.
- Values collaboration and inclusive decision-making.
- A proactive, passionate, and collaborative attitude.
- A foundation of self-awareness that provides space for learning and growth.

## Work Environment

TeamChild has offices in Seattle, Pierce, Spokane, and Yakima that are generally open on weekdays between the hours of 9 a.m. and 5 p.m. The physical demands and work environment described below represent those required and encountered by an employee to perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Able to input information into a computer for long periods of time.
- Able to remain stationary for extended periods.
- Able to assess information communicated through a computer.
- Able to work some evenings, weekends, holidays, and extended hours in occasional emergent circumstances.
- Able to travel locally as needed.

This job description provides a general but not comprehensive list of the essential responsibilities and qualifications required. It does not represent a contract of employment. TeamChild reserves the right to change the description and/or posting at any time without advance notice.

## HOW TO APPLY

Interested applicants should email a letter of interest and resume to [jobs@teamchild.org](mailto:jobs@teamchild.org) using the following file naming convention: “[Last Name] - Letter” and “[Last Name] - Resume”. Please write “Development and Communications Manager [Last Name]” in the subject line. Your application **MUST** include the following items:

- 1) **TWO** writing samples that demonstrate storytelling and compelling someone to take action.
- 2) **ONE** visual content example.
- 3) **ONE** social media post for strategic messaging.

No phone calls or email inquiries please. We will begin reviewing applications on June 17. Position open until filled.

*All interested individuals, including people of color, women, persons with disabilities, and persons who are lesbian, gay, bisexual, transgender, and/or intersex are particularly urged to apply. TeamChild is an Equal Opportunity Employer. TeamChild is committed to promoting an environment free of barriers and discriminatory practices for its clients, Board, and staff.*