

Communications Manager Description

Starkloff Disability Institute (SDI) seeks to hire a Communications Manager to help us raise awareness about our programs and services in the community. As Communications Manager, you will play the crucial role of developing and executing SDI's communications strategy while following best practices in accessibility and universal design.

About Starkloff Disability Institute

SDI's mission is to build inclusion where we live, learn, work, and play through disability-led programs that advance economic opportunity and transform lives. We work to help disabled people thrive by acting on both sides of the problem:

- **Empowering Candidates:** Our candidate programs empower people with disabilities to take control of their careers and succeed in competitive professions. Through a range of programs targeting youth, college students, and adults, SDI teaches people with disabilities to step into their power as disabled professionals and equips them with the tools to thrive in the workplace.
- **Improving Systems:** Through corporate partnerships, community outreach, conferences, media, and more, SDI dispels myths and helps companies implement inclusive hiring and customer service practices. We use many approaches to teach people how common disability is, that it isn't something to fear or be uncomfortable with, and how they can be more welcoming.

Responsibilities & Essential Functions

The Communications Manager will be responsible for ensuring SDI's communications efforts are successful while following best practices in universal design and accessibility. The essential functions of the role are to:

- Develop and execute an organizational communication strategy (external and internal) in collaboration with the SDI Leadership Team that aligns with SDI's brand and mission.
- Produce error-free work independently on day-to-day tasks (e.g. social media posts).
- Collaborate with Program and Development staff to develop communication tactics for projects, programs, events, and initiatives.
- Develop communication campaigns that raise awareness about disability inclusion and promote SDI's services to our candidates, employers, donors, stakeholders, and the broader community.
- Manage the creation of marketing and communications deliverables.
- Execute digital fundraising and engagement campaigns via email, website, and social media.
- Create and deliver monthly newsletters to external stakeholders.
- Manage the content of the SDI website and social media, including Facebook, Instagram, and LinkedIn.
- Participate in in-person community and outreach events (an expectation of every team member).

Qualifications

- Experience implementing marketing or communications strategies.
- Knowledge of current marketing or communications trends and best practices, including pitching local media outlets.
- Attention to detail.
- Ability to work collaboratively with diverse teams.

- Effective communication skills.
- Polished writing and proofreading skills.
- Experience setting goals for audience engagement and measuring effectiveness of communication tactics.
- Experience with marketing and communications software. SDI currently uses Adobe Creative Cloud, Canva, Mailchimp, HootSuite, WordPress, and Microsoft Office 365.

Preferred Skills

- A growth mindset and commitment to continuous learning and improvement.
- Ability to teach and train others with patience and empathy, fostering a culture of inclusion and accessibility.
- Strong critical thinking skills and the ability to convene diverse stakeholders to collaborate on shared goals.
- Intellectual curiosity and a positive attitude towards innovation and change.

Culture Fit

At SDI, we are dedicated to creating an inclusive and accessible environment where all individuals are valued and respected, regardless of race, ethnicity, gender identity, disability, age, religion, or socioeconomic background. We are committed to promoting diversity, equity, inclusion, and accessibility in all aspects of our work, and we seek candidates who share these values and are passionate about advancing our mission.

Compensation & Benefits

- Salary range: \$55,000 - \$70,000
- Comprehensive health insurance, including medical, dental, & vision
- 3 weeks of Paid Time Off
- 11 paid holidays
- 401(k) retirement plan

Work Environment

- Hybrid (based in St. Louis)
- In-person events throughout the St. Louis region

Application Process

To apply, please submit the following to Brian Chao at bchao@starkloff.org:

- Resume
- Cover letter highlighting your relevant skills, experiences, and what interests you about Starkloff Disability Institute
- 2-3 writing samples (blog posts, articles, social content, press releases, website content, etc.)

SDI is committed to the highest standard of disability inclusion and accessibility, if you need any assistance or wish to request accommodations, please email Brian Chao at bchao@starkloff.org. Example accommodations include ASL interpreters, extended interview times, or alternative interview formats.