

## Marshall A Butler

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**From:** on behalf of Marshall A Butler  
**Subject:** FW: Sightline job posting

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**From:** Eric Hess [mailto:erich@sightline.org]  
**Sent:** Wednesday, February 04, 2009 4:16 PM  
**To:** Feedback  
**Subject:** Sightline job posting

Hi,

I was hoping you'd be able to post a job announcement for us. It's available here, or at the bottom of this email:  
[http://www.sightline.org/get\\_involved/jobs-internships/sightline-is-hiring-a-communications-manager/](http://www.sightline.org/get_involved/jobs-internships/sightline-is-hiring-a-communications-manager/)

Thanks!  
Eric

**Eric Hess | Communications Associate**  
Sightline Institute | [www.sightline.org](http://www.sightline.org)  
1402 Third Ave, Suite 500 | Seattle, WA 98101  
206-447-1880 x 109

PS. Are you a friend of Sightline on Facebook?  
<http://www.facebook.com/home.php?#/group.php?gid=12706528587&ref=ts>

# Sightline Is Hiring a Communications Manager

Join our team!

Sightline Institute, one of the Northwest's most influential think tanks, has an outstanding opportunity for a full-time communications manager to join its management. With a staff of fourteen and an annual budget of \$1.4 million, Sightline provides tens of thousands of community leaders across the Pacific Northwest with the ideas and information they need to move the region toward a healthy, lasting prosperity. We are nonpartisan and not-for-profit and speak for the progressive values of community, fairness, opportunity, and responsibility. We believe diversity strengthens our team and seek applicants with a wide variety of personal backgrounds and histories.

The communications manager plays a central role in Sightline's success as captain of a team that produces, disseminates, and promotes Sightline's suite of products. S/he delivers change-making information online to tens of thousands of northwesterners: the daily news digest Sightline Daily, the blog Daily Score, the Weekly Score blog update, the monthly communications tip sheets Sightline Flashcards, the monthly research update Cascadia Scorecard News, periodic in-depth reports, and the annual Cascadia Scorecard. S/he grows our audience, adding to our current 12,000 email subscribers and roughly 30,000 unique monthly visitors to [sightline.org](http://sightline.org) and [daily.sightline.org](http://daily.sightline.org). S/he also serves as chief liaison with the media, coordinating some 200 high-quality media placements per year for Sightline's ideas.

The ideal candidate will have at least five years of professional experience in communications, including mastery of both conventional media and online outreach; a track record as a strong manager and team builder; a gift in oral and written communications and an eye for graphic design; a knack for linking public issues to shared values; a propensity to evangelize for causes; a gift for connecting personally with reporters, editors, bloggers, political leaders, and social change advocates; a long-term orientation toward communications that emphasizes the importance of building Sightline's reputation as a savvy, trustworthy think tank; eagerness to work in close partnership with the whole Sightline team on multiplying the effectiveness of the organization's efforts; and a demonstrable commitment to progressive social change. (We care less about your expertise on the particular issues we're currently working on, because we are diversifying our issue focus to encompass more social and economic concerns. Again, diversity is a plus.)

Founded in 1993, Sightline is a smart, fun, productive organization that offers a terrific benefits package and flexible working environment to employees. We have a reputation for credible, relevant research and compelling publications, and we have a growing influence on Northwest policy. We take communications seriously and have a track record of success.

### **Responsibilities:**

The Communications manager leads Sightline's team that is responsible for delivering, marketing, and publicizing Sightline's work to its key audiences of Northwest media and change-makers. Oversees all Sightline's communications efforts, from online marketing to media campaigns, s/he reports to the Director of Programs and supervises a staff of two: a communications associate and a production assistant.

[A full job description is here.](#)

### **Requirements:**

- Five years of successful experience in communications, including traditional and new media, strategic marketing and press outreach – ideally in a policy, research, or advocacy setting, and for audiences of journalists and decisionmakers.
- Other relevant communications experience, such as print publishing, advocacy campaigns, viral marketing, and in-person persuasion.
- Ability to build and engage audiences through online tools, using strategies such as online marketing campaigns, content partnerships, and new technologies.
- A gifted writer with a talent for turning policy issues into prose that is both compelling and accurate.
- Outgoing, enthusiastic, and collaborative team player with demonstrated ability to manage multiple tasks and projects, incorporate feedback, and improve systems.
- Outstanding project manager and creative thinker, who—with the help of communications consultants and in-house staff—can initiate and lead ambitious marketing/communications efforts and who's skilled at using research and stats to inform strategy.
- At least three years experience supervising others.
- Mastery of relevant technology, especially online communications and databases. (We use What Counts for databases and run websites in Plone.)
- Agility moving from big-picture thinking to micro-level detail and hands-on project administration; impeccable attention to detail.
- Dedication to Sightline's mission and values.
- Unquestionable integrity and excellent references.

### **Salary & Benefits**

This is a full-time, Seattle-based position reporting to the Director of Programs with a starting salary range of \$50,000-54,000 (+ 10% retirement). Sightline offers a generous personal leave and benefits package, including: four weeks paid vacation, ten sick days, nine holidays, health and dental coverage for employee and dependents, retirement plan (provided through an employer contribution equal to 10% of salary), annual bus pass, and professional development opportunities. Sightline values diversity in its team.

**To Apply**

Email or send a cover letter, resume, and writing samples (we prefer you email us a PDF file) to Mieko Van Kirk at [mieko@sightline.org](mailto:mieko@sightline.org). Position open until filled.