



Position Description: Communications Manager – Fulltime Exempt

The Opportunity:

- At End of Life Washington (EOLWA), we envision a world where people understand their end-of-life choices and can die on their own terms without barriers.
- End of Life Washington upholds your right to the full range of end-of-life choices, including Death with Dignity (DWD), through advocacy, education, and support.
- EOLWA provides free end-of-life counseling and client support services throughout the State of Washington to qualified clients who desire a peaceful death. We encourage advance planning and set a new standard in Washington for advance planning documents with our End of Life Washington Advance Directive.
- EOLWA was a key player leading the coalition that passed Initiative 1000--the Washington Death with Dignity Act--into law in 2008. We now steward, protect, and uphold the law.
- Our work is focused on (1) providing volunteers to meet with clients who are making end-of-life choices, including using the Death with Dignity Law in the State of Washington, (2) Advocacy to improve Washingtonian's end-of-life choices. (3) Education and outreach to ensure that all Washingtonians know about their end-of-life choices and how to access them.
- Together, our community strives to be genuinely inclusive, equitable, and welcoming, in our service to Washingtonians who are considering their end-of-life options.

The Communications Manager has a personal commitment to EOLWA's mission. They will manage use of End of Life Washington's digital platforms, including the website, social media accounts, email and other dissemination tools. Additionally, this person will publish and promote print and digital marketing, editorial, program, and fundraising content/campaigns. The ideal candidate is a motivated, collaborative, results-oriented community-builder with a positive, can-do attitude and a clear commitment to amplifying the need for equitable, diverse, and inclusive end-of-life choices. They will bring strong multi-cultural written and verbal communications skills, strong aesthetic instincts for digital and print layouts and publishing and an exceptional eye for detail, a keen understanding of major social media platforms' tools and distinct uses, and a passion for strategy, results, and analytics. This position also uses EOLWA's donor database and provides regular communications with donors. Some administrative duties are also part of this position.

Responsibilities

- Develop and implement long-term and project-based communications strategies amplifying the need for equitable, diverse, and inclusive end-of-life choices.
- Develop and produce content to engage and educate audiences across various channels, including print and digital newsletters, blog posts, graphics, website, and social media.
- Develop and execute social media activities across multiple channels, ensuring that content is on-brand and search- and social-optimized.
- Create and update marketing materials and documents in support of fundraising, donor stewardship, and programs.
- Oversee the development and maintenance of the End of Life Washington website.
- Develop and execute email programs and strategies through campaigns and actions, including writing appeals and other calls-to-action.
- Research and collect information and data for content and communications strategy.
- Help manage and drive events and campaign rollouts, including developing email invitations and managing invitation lists.
- Partner with other staff to organize online events, performing outreach and marketing, creating social sharing toolkits, managing “day of” social media and more.
- Identify and research media outlets, producers, editors, and reporters receptive to End of Life Washington’s message.
- Seek out good stories and exercise good storytelling skills.
- Pitch television, radio, print, and online media and secure stories for placement.
- Proofread and coordinate production of communications materials.
- Maintain internal calendar and assist Executive Director with internal communications.
- Other projects as assigned.

Reports to: Executive Director

Salary/Benefits: \$57,000-\$63,000 depending on experience. Current benefits available to staff working 20 or more hours weekly include: flexible work hours, a very generous benefits package of health care, vision, and dental insurance at no cost to the employee; annual retirement contribution; 16 days per year of PTO to start, increasing yearly; 11 paid holidays, paid jury duty, parental leave, and bereavement leave.

To Apply: Please send a cover letter and resume to: jkinney@endoflifewa.org. Include “EOLWA Communications Manager” in the Subject line.

END OF LIFE WASHINGTON strictly follows personnel procedures that will ensure equal opportunity for all people without regard to race, color, religion, creed, national origin, ancestry, disability, sex, sexual orientation, gender identity, age, ancestry, marital status, or disability.