



Director of Communications

Position Type:

Full Time with Benefits

About Boston Scores

Boston Scores is a 501(c)3 nonprofit that delivers free after school and summer learning programs for urban students in grades K-12 that combine soccer with classroom-based poetry and service-learning into a cohesive whole-child enrichment program.

Boston Scores is one of 11 affiliates of the America SCORES network (a World Cup 1994 Legacy Program) in cities across the United States and Canada. Founded in 1999, Boston Scores today serves nearly 1,500 students each year on 60 school-based teams in the Boston Public School system, plus high school and summer learning programs.

More info: www.bostonscores.org

About the position:

The Director of Communications role is a newly created, full-time position with generous benefits. The successful candidate will become the fifth member of our Development team and part of a larger 15-person full-time staff. This position reports to the Chief Development Officer.

Boston Scores currently has its headquarters office in Jamaica Plain and intends to relocate its main offices to our new campus in East Boston during the summer of 2023. In December 2022, we broke ground on our future headquarters as part of a \$15 million partnership with the Salesians Boys & Girls Club in East Boston. This new partnership and facility will include a multi-field soccer park, plus community gardens, outdoor classroom, playground, and new offices and training space. This landmark project will allow us to double the number of youth that we serve to 3,000 annually during the next several years.

Both current and future offices are walkable from the MBTA subway. Boston Scores supports a hybrid work model for all of our full-time staff with a mix of remote and in-office work. In order to forge meaningful connections with our constituents and excel as our organization's lead storyteller, it is essential that the Director of Communications spend consistent in-person time at our headquarters and regularly visit the program in action, gathering content and stories to feed our connections with constituents.

Responsibilities

- Collaborate with the Executive Director and Chief Development Officer to create consistent internal and external organizational brand messaging that is reflected across all organizational activities and communications.
 - Develop key messages and talking points, both general and for specific audiences
 - Promote Boston Scores heritage as a World Cup Legacy Program, and the impacts we make breaking down barriers for underserved youth, advancing racial and gender justice, improving health & well-being, increasing academic engagement, and advancing post-secondary preparedness
 - Manage the implementation of those key messages and talking points across all organizational communications
 - Provide direction on consistent messaging practices to staff and Board.
- Oversee each of the key channels of engagement with our constituents, including
 - Social channels: Instagram, Facebook, YouTube, LinkedIn, Twitter
 - E-mail newsletters
 - BostonScores.org website (WordPress platform)
 - Annual donor report
- Determine and execute the cadence of communications for each channel
- Establish and review data analytics key performance indicators for engagement channels and communications-driven campaigns
- Serve on the event committees for three fundraising events: Scores Cup (soccer tournament); Scores Celebration (fundraising dinner); Inspired Art (art gallery auction)
- Develop strategic communications campaigns and collateral to support program and fundraising activities/goals across the organization.
- Oversee creation of all all collateral for the organization, including videos, infographics, invitations, blogs, event-specific websites, donor pitch decks, etc.
- Oversee the story-boarding and production of storytelling video content in collaboration with contracted videographers and editors in support of special events
- Undertake lead responsibility for designing and executing an annual Giving Tuesday campaign, recruiting and leveraging volunteer ambassadors
- Assist the Executive Director and Chief Development Officer with securing and preparing for Earned Media opportunities with television, podcast, radio and other media outlets

- Identify speaking and media opportunities to keep Boston Scores in the public eye as a thought leader and leading sports-based youth development organization

Qualifications

The ideal candidate will have:

- A bachelor's degree
- A minimum of 4 years' full-time experience in a communications-focused role
- Enthusiasm about Boston Scores' mission and the opportunity to help level the playing field for urban youth
- Clear and concise writing skills with excellent grammar
- Experience with WordPress or similar web publishing platforms
- A flexible, inclusive, solutions-oriented and relationships-oriented mindset
- Excellent judgment and discretion
- Availability to work occasional evening and weekend hours (with notice)

Fluency or proficiency in Spanish is a plus, as is a passion for the sport of soccer or spoken word / poetry composition or performance, and/or graphic design or video editing skill sets.

Compensation

Target salary: \$76,000. Group Health Plan: 100% employer sponsored. Vision, Dental, LTD, STD, and Group Life Insurance: 100% employer sponsored. Matching 401(k) (eligible after 12 months of employment). 3 weeks accrued vacation each year to start (incrementally increasing to 6 weeks based on length of service). 12 paid holidays per year. 2 paid volunteer days per year. Approx. 7 paid days off for winter shutdown break (in addition to regular PTO days). Ongoing training opportunities. We also offer a supportive team culture and schedule flexibility.

To Apply

Please email a couple of paragraphs describing your interest in this position along with your resume and a writing sample to Andy Crossley, Chief Development Officer, at andy@bostonscores.org.

Boston Scores is committed to recruiting and developing a diverse staff; individuals from all backgrounds are encouraged to apply. Boston Scores does not discriminate on the basis of race, color, ethnicity, religion, gender, sexual orientation, national origin, disability, age, marital status, veteran status, pregnancy, parenthood, or any other basis prohibited by applicable law.