

LINK Strategic Partners
Director of Community Engagement/ Project Director – Community Relations
Position Description

LINK Strategic Partners (LINK) is searching for a communications and community relations professional to be an integral member of our growing team and serve our clients. This person would lead research and writing of various client deliverables, plan and facilitate community meetings, develop engagement strategies, and manage several accounts. Enthusiastic, passionate, and driven people are encouraged to apply.

Our Team. LINK is a strategic communications, stakeholder engagement, and social impact consulting firm proudly based in Washington, D.C. In the last 10 years, LINK has expanded from a small local shop to an industry-leading firm with hundreds of local, regional, national, and international clients. Our world-class and diverse team of professionals ranges in age between 17 and 93 years and lead our offices in D.C., Phoenix, St. Louis, Maine, New York, and Manchester, England. Over 65% of Team LINK identifies as female, and nearly 70% are people of color, reflecting LINK’s foundational commitment to be “in and of” the communities we serve. LINK’s mission-driven work includes thousands of hours of pro bono work provided to community partners. We were founded on the principle that doing well and doing good are not mutually exclusive.

Our Reputation. Among the 125+ awards LINK was honored with in the last three years, we were featured on Inc. magazine’s 2019 and 2020 *Inc. 5000* list as one of the most successful and fastest growing companies in America, named *Large PR Firm of the Year* by the Public Relations Society of America’s National Capital Chapter, celebrated as a *Best Place to Work* by the Washington Business Journal, rated a *Top Place to Work in PR* by PR News, and recognized as Congresswoman Eleanor Holmes Norton’s *Small Business of the Year*. In 2020, LINK was certificated as one of *Fatherly’s Best Places to Work for New Dads*. In 2021, we were awarded two prestigious *Diversity Awards* from PR News, including *Mentoring Program of the Year*, which we recently expanded to include students from Georgetown’s Pivot program—a one-year transition and re-entry program.

Our Work. We provide high-level expertise and personalized assistance in facilitation, strategic communications, stakeholder engagement, community relations, outreach, public relations, planning, creative service, and more. LINK’s services include:

Strategic Communications	Engagement
<ul style="list-style-type: none">▪ Media Relations▪ Advertising▪ Research (Focus Groups, Audits, Surveys)▪ Virtual and In-Person Event Planning▪ Creative Services/Design▪ Branding▪ Marketing	<ul style="list-style-type: none">▪ Organizational Assessments▪ Peer Group Research and Analysis▪ Strategic Planning and Prioritization▪ Virtual and In-Person Event Engagement▪ Meeting and Workshop Design▪ Facilitation for Decision Making▪ Leadership Development and Coaching

- Content Creation
- Messaging
- Digital & Social Media
- Video Production
- Web Development
- Printing & Collateral
- Staff Engagement and Trust Building
- Board Development and Advising
- Change Implementation Roadmapping
- Goal Measurement and Evaluation
- Government Engagement
- Town/Gown Relations

LINK Strategic Partners offers employees a supportive, highly connected, team-based work environment. This position requires entrepreneurial leadership, a strong work ethic, a positive attitude, and a passion for authentic community-based work. Given the inherent nature of community-based social impact work, some evening and weekend work is anticipated (often community meetings take place outside of standard work hours, and we pride ourselves on meeting our clients where they are).

Desired Skills and Experience:

- At least 7 years' experience in communications, media and public relations, community engagement, digital media, advertising, marketing, or other related fields.
- Highly organized and adept at project management, including appropriate delegation of tasks with clarity and fluidity and assignment of logical deadlines.
- Outstanding written and verbal communications skills, including ability to generate creative copy as well as strategic guidance for clients.
- Exceptional decision-making acumen and ability to think critically in real-time to diagnose problems and offer constructive solutions.
- Highly self-motivated with a strong work ethic and an ability to self-direct.
- Openness to feedback and ability to provide feedback in a direct, respectful way that is focused on growth and improvement.
- Ability to think creatively and strategically, keeping in mind the big picture while paying attention to detail.
- Comfort with multiple simultaneous deadlines within a high-pressure environment.
- Flexibility and adaptability in the face of constraints and shifting priorities.
- Dedication to making a difference on pressing social issues where LINK carries out client work, including education, health, equity, housing, sustainability, and community development.
- Client or account management experience is strongly preferred.
- Bilingual abilities (especially Spanish) are a plus.

Responsibilities:

- Direct and manage a wide variety of social impact and strategic communications projects serving as a senior point of contact for client needs. An active portfolio of 15-20 projects is typical.
- Provide strategic counsel to clients with confidence and resolve challenges professionally and efficiently.
- Work seamlessly with internal media, digital, creative, and writing teams to create and execute campaigns and engagement plans.

- Facilitate and manage public community meetings or virtual webinars for external stakeholders.
- Lead research activities such as focus groups and stakeholder interviews.
- Provide senior direction to account teams for our high-profile accounts, including strategic direction, task and deliverable planning, and document review.
- Ensure contractual obligations are fulfilled on target, on time, and with client satisfaction.
- Manage, coach, and mentor junior staff members, including full-time team members and part-time Associates.
- Write reports, communications plans, social media content and more based on client needs.
- Generate new business through networking, proposal development, pitching and interviews.
- Other duties as assigned.

LINK offers competitive salary and benefits. To apply, please email a resume, cover letter, and one writing sample to careers@linksp.com. Please include “Director” in the subject line. *The cover letter should begin by completing this sentence: “I am the single best candidate for the Director role at LINK Strategic Partners because...”* LINK employees currently have a 100% COVID-19 vaccine rate, and all new team members will be required to be vaccinated. LINK is currently in a remote-work posture. We are reopening our DC headquarters in the coming months, with a robust hybrid option available for all team members.

EO Statement: LINK Strategic Partners is an equal opportunity employer and gives consideration for employment to qualified applicants without regard to age, race, color, religion, creed, sex, sexual orientation, gender identity or expression, national origin, marital status, disability or protected veteran status, or any other status or characteristic protected by federal, state, or local law.