



SENIOR DIRECTOR

Portland, Oregon

**We're seeking
a passionate
change agent**



Metropolitan Group

the power of voice



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About Metropolitan Group: A Social Change Agency

Metropolitan Group **brings more than 30 years** of helping the world's change agents create social impact. We are a full-service, strategic and creative agency that builds the power of voice and resources of the people, organizations and communities that drive social change. Since 1989, we've worked exclusively on behalf of social purpose, mission-driven organizations—some of the world's leading nonprofits, foundations, public agencies and socially responsible businesses.

We are a Certified B Corp and have been recognized by the independent nonprofit B Lab as one of the top 10 percent of companies worldwide for social impact. Metropolitan Group has offices in Chicago, Portland, Oregon, San Francisco and Washington, D.C., and a sister company, Impacto Social Metropolitan Group, in Mexico City.

In 2020 alone we:

- **Created Powerful Narratives** on: Health equity, arts and creativity funding, food system health and equity, ACE's, fighting voter suppression, IDD rights, anti-impunity/gender equity, health equity, mental well-being and numerous others!
- **Designed and Implemented Major Campaigns** to: Fight Big Tobacco, advance tobacco cessation, fight impunity, secure waivers ensuring meals for 30 million kids, meet the mental health needs of young people and many more!
- **Facilitated Co-Creation of Strategies** to address/advance: Bio-diversity strategies that break down silos, access to substance abuse treatment and prevention resources, ED&I focus for transportation climate initiatives, integration of refugees and asylum seekers, and engagement of philanthropic partners in Earth observation.

- **Supported Peer-Learning and Capacity Building** to advance/address: Climate change health and equity, civil society strategic communication for social change, addressing racism and advancing environmental justice.
- **Conducted Numerous Research, Stakeholder Mapping, Leadership Development, Design and Digital Projects** to: strengthen social impact organizations, coalitions and movements.

Recent Clients Include: Robert Wood Johnson Foundation, USDA Forest Service, NASA, Kresge Foundation, Ford Foundation, Trust For America's Health, American Heart Association, The Nature Conservancy, Rockefeller Foundation, National Council on Behavioral Health and many other social impact organizations.

We offer a range of services within **integrated practice areas:**

- **Strategic Communication:** Connect with people's core values to change narratives, build public will and advocate for behavior, practice and policy change, brand social purpose organizations and promote new social norms.
- **Intercultural Engagement:** Ensure resonance in communication, enable stakeholders to discover shared values, exchange ideas and craft solutions together to change systems, policies and practices that lead to a just and equitable world.
- **Organizational Strategy and Innovation:** Build visionary and actionable plans, support effective values-based organizational cultures, build capacity and skills—including equity, diversity and inclusion—facilitate implementation, and design evaluation and learning.

For more information visit [metgroup.com](https://www.metgroup.com).

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Position Summary

The Senior Director will bring creative and strategic energy to meaningful work that makes a difference in the world. You'll work with teams to develop, implement and evaluate the impact of powerful social change campaigns, movement and coalition building efforts, policy change initiatives and other work.

General Responsibilities (Including, But Not Limited to the Following)

- **Communication strategy:** Design, implement and evaluate the full range of strategic communication strategies and tactics, including: public will building, social marketing, public and media relations, brand platform and creative development, issue framing and message development, brand and mission promotion, reputation and issues management, audience and grassroots engagement, etc.
- **Campaign implementation:** Develop and implement campaigns to motivate behavior change, engage and mobilize action, build public and political will, etc..
- **Research and evaluation:** Conduct marketing and communication program audits to assess issue framing and/or an organization's capacity and impact through: executive interviews, facilitated group discussions and focus groups, marketing materials reviews, news audits to examine the extent to which the client's message is being reflected in earned media coverage, and other research methods.
- **Writing and storytelling:** Write a wide range of communication and storytelling materials, including podcast talking points, video storyboards, speeches, op-eds, and other thought pieces, research reports, and copy to infuse social media, digital platforms and collateral.
- **Stakeholder engagement:** Design and (co-)facilitate client and community work sessions and informal discussion groups to, e.g., surface shared values and priorities.

- **Account management:** Provide account and project management services to clients, including maintaining overall client relationships, providing oversight for project teams, ensuring completion of deliverables and responsibly managing program budgets and contracts.
- Meet an annual billable revenue goal.
- Meet an individual New Business Development (NBD) goal as defined for your position annually.
- Serve as a member of the MG team, providing ideas and input on strategic and creative challenges, assisting with project implementation, supporting internal projects and fulfilling other duties necessary for the success of the organization.

TOBACCO PREVENTION INITIATIVES:

At least half of this team member's time will be dedicated to our work with **Smokefree Oregon**: limiting the tobacco industry's power, preventing cigarette and vape use, and helping people quit commercial tobacco. This includes:

- Creating and implementing efforts to build a movement in Oregon against Big Tobacco.
- Designing and delivering capacity building, technical assistance and direct strategic communication for social change.
- Collaborating with and facilitating engagement of diverse stakeholders, allies and partner organizations.
- Creating and/or assisting in development of culturally appropriate tools and approaches relevant to diverse communities and stakeholders.
- Managing overall client communication, project strategy and workflow, budgets, timelines and contract deliverables, in partnership with a project manager.

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Requirements

- At least eight years of experience in strategic communication (public will building and social marketing, media and public relations, issue framing and message development, stakeholder engagement, community engagement, coalition building, public affairs and policy, etc.) This requirement may also be met by a combination of experience across MG's practice areas, and that type of intersectional experience is especially beneficial.
- Commitment to racial and social justice and experience with social change and advocacy.
- Experience working on tobacco prevention (preferred).
- Experience working on government contracts (preferred).
- Superlative analytical, collaborative leadership and coalition building skills.
- Excellent persuasive and inspirational verbal and written communication skills.
- Experience working with diverse communities.
- Ability to identify, cultivate and develop new business and marketing opportunities (or relevant experience—securing major grants, partnerships, etc.)
- Strong, demonstrated and consistent project and budget management experience with accounts of at least \$500,000.
- Availability to travel domestically and internationally as needed (post COVID-19 restrictions).
- Ability to work independently and as part of a team.
- Bi-lingual or fluency in other language(s) (preferred).
- Must be authorized to accept employment in the United States.

Expectations

- Provide clear, credible and effective counsel to clients on the application of strategic communication strategies to accomplish their objectives.
- Provide high quality, professional project management services and expertise.
- Have upbeat, creative and professional demeanor.
- Be a team player and excel at team-oriented problem solving.
- Demonstrate an excellent work ethic.
- Contribute positively to the psychological safety of an intercultural environment.
- Support and embody the organization's values, goals and operating principles.

Hours

Professional hours of 40 – 45 hours per week, as well as any additional time necessary depending on client deadlines and internal projects.

Compensation

This position is a full-time exempt position. The starting base salary for this position is \$70,000 per year, and is negotiable depending on experience and commensurate with company compensation structure.



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Benefits

- Bonus program: All employees are eligible for bonuses based on individual and company performance.
- Profit share program: MG distributes 20 percent of profits to employees based on an allocation formula.
- Employer-paid medical/vision insurance on the first of the month following employment start date.
- Dental insurance paid at 50 percent by employer on the first of the month following employment start date.
- Employer-paid life, short- and long-term disability insurance plans available on the first of the month following employment start date.
- Flexible Spending Accounts.
- Fifteen paid vacation days per year after the first 90 days of employment, plus one additional day accrued for each year of employment (up to a total of 20 additional vacation days).
- Ten days of wellness leave available per year, accruable up to 20 days.
- One month (30 days) paid sabbatical eligibility after each seven years of continuous employment.
- MG paid holidays off: New Year's Day, MLK Jr. Day, President's Day, Memorial Day, Independence Day, Labor Day, Thanksgiving Day, the day after Thanksgiving, Christmas Day and a personal holiday of choice.
- 401(k)-retirement plan: You are eligible to participate in this program on the first calendar quarter after six months of full-time employment. As a participant, you may make tax-deferred contributions into the plan up to the maximum allowable amount. MG will make an annual contribution equal to three percent of your compensation while you are a participant in the plan.
- Monthly transportation and cell phone allowance.
- Charitable contribution match of up to \$100 per year.
- Professional development program.
- MG to reimburse for work related expenses (mileage at IRS rate).

Reviews

90-day review; 360 review after the first year of employment and then every three years; annual plan in non-360 review years includes self-evaluation and supervisor evaluation. Periodic/informal reviews and "check ins" as needed or requested by either party.

COVID-19 Update

All employees are currently working remotely due to the COVID-19 pandemic. A reopen date for offices has been announced for July 15, 2021. We will continue to monitor guidance provided by local/state/federal health authorities. We are also currently restricting work travel.

Application Information

Send a cover letter, resume and two writing samples (examples include but are not limited to: campaign strategy and results case studies, policy and advocacy briefs and materials, media releases, social media post(s), articles, website content, etc.) to hr@metgroup.com. Search will remain open until position is filled.

Equal Opportunity Employer

At Metropolitan Group, we know that diverse backgrounds, experiences and cultures strengthen our work and our workplace. We strive to create an intercultural workplace through greater recognition, understanding and appreciation of a broad range of differences among individuals and groups within society, and to incorporate an intercultural perspective in our work. We encourage all applicants, regardless of gender, race, religion, age, sexual orientation or gender identity, disability, or other identity.



Chicago
Mexico City
Portland
San Francisco
Washington, D.C.

STRATEGIC COMMUNICATION INTERCULTURAL ENGAGEMENT ORGANIZATIONAL STRATEGY AND INNOVATION

Metropolitan Group crafts strategic and creative services to amplify the power of voice of change agents in building a just and sustainable world.

metgroup.com
metgroupmexico.com



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