



**Communications and Marketing Manager /  
Senior Communications and Marketing Manager**

**Job Description**  
December 16, 2025

**Position Summary**

VIVA Social Impact Partners is a social impact consulting firm offering consulting services to non-profits, public agencies, and philanthropy in three practice areas: strategic planning and community engagement, systems design and impact measurement, and communications and marketing. The Communications and Marketing Manager leads VIVA client accounts related to communications and marketing, often in the early childhood sector. This includes client management, leading VIVA client project teams, and providing strategic communications expertise to meet client goals.

Typical client projects include:

- Creating marketing and communications plans
- Producing and managing multilingual content for a variety of platforms
- Leading paid marketing campaigns (digital, print, outdoor)
- Creating client brands and brand assets

This role requires strong planning and project management skills in addition to marketing and communications expertise. The Manager ensures projects are delivered on time, within budget, and to a high standard. They also collaborate with VIVA's firm leadership to enhance its brand and position as a trusted resource for clients in the children, family, and community space.

**Key Requirements**

- 6+ years full-time role in marketing or communications, including communications planning, executing web and social media strategies, branding, and content marketing experience
- 2+ years full-time role in a communications agency or consulting firm, managing client accounts
- Bachelor's Degree
- Permanent physical address in California
- Have a valid CA driver's license with the ability to travel periodically for client and internal meetings, primarily within California
- Be legally authorized to work in the United States on a permanent basis

## **Primary Responsibilities**

### *Strategic Communications Consultation*

- Leads and manages complex communications projects, ensuring timely completion of deliverables (e.g., plans, research, reports, social media, websites, events) within scope and budget.
- Develops and executes effective communication and marketing strategies, including communications and marketing plans, brand platforms, reports, press releases, briefs, brochures, websites, social media, and events.
- Researches and applies best practices to enhance client outcomes, setting clear objectives and expectations for projects.
- Provides guidance and feedback to team members, fostering growth opportunities while maintaining quality standards.
- Facilitates meetings with diverse stakeholders, leveraging leadership and influence to achieve consensus and advance project goals.
- Troubleshoots and problem-solves to keep projects on schedule and ensure high-quality deliverables.

### *Firm Communications:*

- Oversees the application of the firm's brand across all communications and client deliverables.
- Collaborates with leadership to develop strategies that enhance the firm's value to clients and partners.
- Directs the creation and maintenance of print and digital assets, including newsletters, brochures, blogs, and the firm website.
- Develops and implements digital strategies, providing direction for website and social media efforts to strengthen the firm's online presence.

### *Leadership & Business Development*

- Identifies and leads new business opportunities aligned with the firm's expertise, securing high-return projects and cultivating new client relationships.
- Coordinates and authors proposals for communications projects, leveraging networks to attract new clients and opportunities.
- Promotes collaboration across teams and ensures work aligns with organizational capacities and goals.
- Supervises and mentors staff to foster growth, accountability, and engagement, contributing to a dynamic, team-oriented culture.

## **Required Skills**

- Strong passion for social media trends and best practices, with expertise in organic and paid social media marketing.
- Excellent knowledge of social media platforms and analytics to optimize reach and engagement.

- Skilled writer capable of creating engaging, audience-specific content for both digital and print formats.
- Proficient with technology, including websites and design tools, and adept at adhering to brand and client culture guidelines.
- Able to communicate complex ideas effectively.
- Demonstrated strategic and critical thinking with the ability to analyze information and develop innovative solutions.
- Proficient in producing multimedia content, including audio, video, and photography.

### **Required Software Proficiency**

- Experienced in managing organic and paid social media campaigns on Meta, X, LinkedIn, and Google platforms using strategic, targeted approaches.
- Proficient in email marketing tools such as MailChimp and Constant Contact.
- Proficient with Google Workspace tools (Slides, Docs, Sheets, etc.).
- Familiar with website platforms like WordPress and Squarespace.
- Familiar with design tools, including Adobe Creative Suite (InDesign, Photoshop, Illustrator) and Canva.

**Preferred:** Experience with public, nonprofit, or philanthropic organizations.

**Preferred:** Proficiency in Spanish or Chinese.

### **Desired Values, Skills & Capacities**

- Strong commitment to equity, social change, and fostering a positive work environment.
- Effective organizational skills and excellent internal/external customer service.
- Proactive problem solver, taking initiative to address challenges, both expected and unexpected.
- Composed under pressure, making sound decisions in demanding situations.
- Exceptional time management and an efficient, reliable work style with minimal supervision needed.
- Supportive team player who actively assists colleagues, recognizes strengths, and seeks learning opportunities.
- Promotes effective communication and feedback loops within the team.

### **Compensation**

We offer a competitive compensation package and create a workplace where everyone has the opportunity to thrive. The salary range for this position is \$95,000 - \$130,000 depending on years of relevant experience. Benefits include but are not limited to:

- Health insurance with a range of options and tiers
- Vision and dental insurance
- Company sponsored short and long-term disability insurance
- 401(k) retirement plan with 4% employer match contribution
- Generous Paid Time Off (two months/year) consisting of:

- o 3 weeks of PTO (paid time off)
- o 8 days of sick leave
- o 5 days of Winter Holiday office closure
- o 10 days of additional holidays
- Professional development funds (\$1,500 annually)
- Equipment and monthly \$150 stipend for home office

### **How to Apply**

Interested candidates should submit a resume and cover letter outlining their qualifications and relevant experience to [careers@vivasocialimpact.com](mailto:careers@vivasocialimpact.com). Please include "**Marketing and Communications Manager**" in the subject line. Applications will be accepted on a rolling basis until we find the best match.

Your cover letter needs to include the following:

1. Why are you interested in working at VIVA as a Marketing and Communications Manager?
2. Summarize your experience working in a consulting firm or agency performing marketing and/or communications work.
3. Confirm that you are a current California resident and can travel occasionally for in-person meetings.

VIVA is an equal-opportunity employer dedicated to building a diverse and inclusive workforce. We encourage candidates from all backgrounds and experiences to apply.

Join VIVA and be a vital part of our mission to create a positive impact on society. Your support will directly contribute to our goal of driving meaningful change.