

Communications & Advocacy Lead (06.03.26)

ABOUT OPEN ARMS

Open Arms was founded in 1997 by a small group of community members who envisioned a world that cherishes birthing people, their babies, families, and communities. Today, that vision translates into a community-based organization that serves more than 300 families annually who qualify based on income.

Our culturally responsive services include doula care, lactation support, and perinatal education, and our community-based approach has proven to be highly effective. Open Arms is the first community doula program in the nation to be nationally accredited through HealthConnect One*, and our work has earned the trust and partnership of the philanthropic community. The families we serve are achieving stronger, healthier outcomes that exceed local and national measures.



Our thriving organization is powered by a majority BIPOC staff who are dedicated and passionate about ensuring our programs address and mitigate risk factors that disproportionately affect communities of color. We're driven by a vision of healthier births and greater equity in maternal and infant health, ensuring that every family receives compassionate care and the best possible start.

** HealthConnect One is a national leader in advancing equitable, community-based, peer-to-peer support for pregnancy, birth, lactation, and early parenting.*

VISION

- Thriving children.
- Healthy families.
- Powerful communities.

MISSION

Open Arms provides community-based support during pregnancy, birth, and early parenting to nurture strong foundations that last a lifetime.

VALUES

- **Respect:** Holding complexity for people and cultures
- **Family:** Relationships are at the heart of what we do
- **Justice:** Boldly disrupting oppression

JOB DESCRIPTION

Open Arms is looking for a Communications Lead who is inspired by Open Arms' mission and passionate about birth justice and the important need to address racial and economic health disparities surrounding maternal and infant health. We are looking for someone who can bring together strategic communications with compelling storytelling to inspire a wide range of audiences.

The ideal candidate has a well-developed equity lens, is an exceptionally skilled writer who brings creativity and vision to their work, and is highly organized for daily task management. The Communications Lead will be responsible for generating, reviewing, and editing external communications, and they will oversee a Communications Coordinator on daily tasks. They will work closely with the Managing Director and Development Director to develop and execute strategic communications.

As Open Arms continues to grow, we are seeking a team member who is flexible, adaptable, and comfortable with performing a broad range of communications activities. The Communications Lead must be comfortable working

independently, uses a coaching approach to supervision, and can work collaboratively with a highly relational team. The Communications Lead will report to the Managing Director, will work closely with the Development team, and will supervise the full-time Communications Coordinator and the work of communications consultants and vendors. An important aspect of this position is to work with program teams across the organization to highlight the important work that happens on a daily basis.

Work schedule and/or Work environment:

- **Work schedule requirement:** Monday – Friday, generally 9am-5pm (some flexibility within this timeframe)
- **In person requirement:** At least one day per week; additional events or meeting with advance notice (occasionally unexpected events might arise)
- **Remote work:** Most of the work week can be conducted remotely, Monday – Friday with some flexibility during operating hours (9am – 5pm). This schedule is subject to change based on team coverage needs and work requirements.

Storytelling and Content Creation:

- Help tell the stories of Open Arms and community partners to advance birth equity.
- Identify, research, develop, and write impactful stories.
- Work with Communications Coordinator to interview individuals for stories.
- Tailor content for different audiences and purposes.
- Collaborate with the Executive Director, Development team, and Program teams.
- Ensure that stories are authentic, ethical, respectful, strength-based, and aligned with Open Arms’ values.

Content, Project, and Team Management:

- Ensure timeliness, organization, and consistency in Open Arms’ communications.
- Supervise Communications Coordinator. Oversee contractors and vendors for communications projects. Apply a coaching approach to supervision.
- Create and manage the annual communications calendar
- Create and maintain communications templates and tools.
- Manage translation of materials.
- Ensure that content aligns with Open Arms’ mission, vision, and values.
- Be the final editor for errors and tone
- Lead special projects and stay informed on new opportunities.

Development and Programs Communications:

- Coordinate the design and content of fundraising materials such as the newsletter, annual report, and the annual appeal. Collaborate with the Development team.
- Coordinate marketing materials for Open Arms programs. Collaborate with the Program teams.
- Maintain tone and brand consistency across platforms.
- Maintain and improve client family communication strategies using tools such as SMS alerts.
- Oversee website management, including content updates and SEO.
- Work with the Communications Coordinator to push content to various platforms (eblasts, social media, video, etc)

Media and Community Relations:

- Manage Open Arms’ public relations efforts.
- Seek media coverage and handle press logistics, including press releases and media kits
- Foster relationships with journalists and content creators.
- Respond to press inquiries and coordinate logistics.
- Attend media-related events as needed.
- Attend community events as needed.
- Work with the Communications Coordinator to stock tabling kits for community events.

Advocacy:

- Collaborate with lobbyists and advocacy partners to identify legislative priorities and support advocacy initiatives. Main point of contact for Legislative Liaison.

- Craft and deliver advocacy messages, serving as a spokesperson and co-writer for organizational leaders.
- Seek opportunities and make recommendations for advocacy opportunities for Open Arms.
- Maintain involvement with the Doulas 4 All Coalition and other community groups. Share information with Open Arms.

Strategy Recommendations:

- Advise the Leadership team on external communications strategy
- Keep up to date on trends and new tools, and make recommendations for changes
- Work closely with program directors and leads on strategy
- Through strategic and intentional communication efforts, elevate Open Arms' expertise toward being a thought leader in community-based services, birth work, and birth justice.
- Ensure that communications strategies are aligned with organizational goals and values, make recommendations for changes.

Impact Measurement & Data Utilization:

- Track engagement and effectiveness of efforts using analytics.
- Use data to enhance storytelling and advocacy efforts.
- Gather feedback to refine approaches.
- Report trends using data and use data to highlight concerns and opportunities.

REQUIRED QUALIFICATIONS

- Approximately 2-3 years of previous work experience in communications, marketing, or development, ideally for a nonprofit, and approximately 1 year of successful supervision experience.
- Skilled communicator and compelling storyteller who is both creative and attentive to details and deadlines.
- Excellent oral and written communication skills, and the ability to be a skilled editor in English.
- Ability to creatively frame ideas and develop stories to appeal to a diversity of audiences with an approach to storytelling that is respectful and strengths-based.
- Passion for and commitment to the mission of Open Arms and community-based work. Background in or understanding community-based work, birthwork, maternal and child health, and early learning issues is preferred.
- Because addressing issues of social justice and racial equity and dismantling oppressive systems are the foundation of our work, it is extremely important that the Communications Lead is comfortable engaging around these topics, is self-reflective, and is willing to challenge themselves to continually grow and learn.
- Experience in and comfort with working with a diverse staff and with communities of color. The applicant should have a strong racial, disability, gender and economic justice framework.
- Commitment to anti-oppression and de-colonization work with a focus on racial equity and reproductive justice, specific to birth justice.
- Self-starter who is able to work independently, but also someone who is collaborative and works well as part of a highly relational team.
- Project management experience managing complex projects that involve multiple contributors, deadlines, and audiences.
- Experience understanding and presenting data metrics.
- Proficiency with Microsoft Office (Outlook, Word, Excel, PowerPoint, and SharePoint) and Adobe (Acrobat DC); experience with Constant Contact (or other email marketing services), WordPress, Canva, and social media management; and the ability to adapt to new technologies.
- Ability to make straightforward web content updates (coding not required).
- Experience and comfort with media inquiries.
- Aptitude for solving problems with creativity and resourcefulness

- Demonstrated success in creating and implementing systems and processes
- Comfort with change and adapting to new structures and systems
- Willingness to take part in occasional in-person meetings and events outside of core business hours.
- Highly organized with strong attention to detail, follow up, and task management
- Aptitude for solving problems with creativity and resourcefulness
- Ability to develop positive relationships with clients, doulas, providers, organizations, and staff and demonstrated success in working collaboratively with others.
- Ability to maintain confidentiality around sensitive information
- Passion for and commitment to the mission of Open Arms and community-based work.
- Experience in working with a diverse staff and with communities of color. The applicant should have a strong racial, disability, gender and economic justice framework.
- Commitment to anti-oppression and de-colonization work with a focus on racial equity and reproductive justice, specific to birth justice.
- COVID-19 proof of full vaccination, booster after January 2022, or medical or religious exemption request is required for in-person work.
- Background check and reference checks are required.
- Proof of eligibility to work as an employee in the U.S. and a Washington state resident.
- Valid Washington State Driver's License and reliable transportation with current automobile insurance for work-related meetings and events.

Mental and Physical Requirements

The physical/mental demands and work environment described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to individuals with disabilities to perform the essential functions.

Mental Requirements:

This position continuously requires interpersonal skills, teamwork, customer service, use of discretion, performing basic math, independent judgment and/or independent action, and reading, writing, speaking, and understanding English. Frequently requires independent decision-making and problem analysis to make recommendations for improvement and/or be involved in discussions around changes. The position requires creative thinking for resourcefulness and process improvements. Attention to detail also required.

Physical Requirements:

Daily working conditions include an open-office work environment at our Seattle location on Beacon Hill, normal office work, and frequent local driving and travel. This position continuously requires sitting, hearing (using assistive devices if needed), and repetitive motion of the hands/wrists. Open Arms is housed in a wheelchair accessible, scented building, with wheelchair accessible bathrooms, and an elevator. Access to reliable transportation will be required for work-related travel. Our offices are on the second and third floors of a historic building, an elevator is available.

ADDITIONAL INFORMATION

Birthwork in addition to this position:

Open Arms deeply appreciates the skill and experience that birthworkers bring to our world. Based on the demands and requirements of this particular position, if the applicant is interested in taking on any births for Open Arms clients, full-time staff need to devote the first six months to training and focusing on adjusting to their new position. After this period, with approval from their direct supervisor, the staff member can take a maximum of 1-2 Open Arms births per year depending on work performance, the timing of other work projects, and adequate team coverage. Being an active or current doula is not a requirement of the position.

Note about our hybrid work environment:

At Open Arms, many staff are working remotely if their job duties allow. In general, in-person required activities include but are not limited to regular team meetings, some 1-1 check ins, org-wide meetings, client visits, and pick up/drop off items. Some staff have duties that have a specific in-person work requirement and this is outlined in the job description.

Open Arms provides staff with the technology and equipment necessary for remote work and virtual meetings. Please discuss any concerns you have during the interview process.

Since COVID-19 is still prevalent and our work is centered on high-risk populations (pregnant people and babies), Open Arms takes extra precautions such as staying home if you are feeling unwell, masking for a defined period of time for certain COVID-19 reasons, and testing when needed. In some cases, remote work is a possibility if staff need to refrain from in-person work for health & safety reasons.

WHAT WE OFFER

COMPENSATION: This is a 40-hour-per-week, non-exempt position with an hourly rate of \$32.69 - \$33.65 commensurate on experience and qualifications.

BENEFITS:

- Paid health, dental, vision, and disability insurance
- Generous paid time off including vacation, sick, and holidays: 13 days of vacation per year for full-time employees with anniversary increases; 13 days for sick and safe time; 23 paid holidays; 2 floating holidays
- Employee assistance program
- Mileage reimbursement
- Professional development opportunities
- 401k employer match starting later in 2026
- Option to contribute to a 401k, flexible spending and dependent care expenses account, and supplemental insurance.

PROFESSIONAL DEVELOPMENT: Open Arms is committed to the professional development of our staff. Each year we allocate professional development funds for each employee, and we also support group-training opportunities. Systemic harm and economic oppression have intentionally and disproportionately impacted BIPOC communities, impacting equitable access to many training and leadership opportunities. As a result, these communities are underrepresented in leadership positions. We support all employees in their professional advancement both within Open Arms and beyond our organization.

FLEXIBLE & FAMILY-FRIENDLY ENVIRONMENT:

Open Arms is proud and committed to being a family-friendly workplace. We offer flexible work schedules with remote work being part of the usual weekly schedule for almost all staff as it fits with their job duties. We also offer generous paid-time-off for self and family care. Children of any age are welcome in our office, and many staff bring their children to work on a regular or as-needed basis. We have an onsite lactation lounge and encourage chestfeeding in the workplace. **Note: Children are not allowed at home visits**

SUPPORTIVE AND INCLUSIVE CULTURE: We have an informal workplace culture, and staff develop strong, supportive connections with each other. We have a highly collaborative culture and an open office work environment. We are proud of our extremely diverse staff in all demographic areas, which creates a very rich and inclusionary organizational culture. More than 80% of our staff identify as people of color.

COMMITMENT TO EQUITY: Open Arms strives to be an affirming, positive, diverse work environment. Open Arms provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, sex, national origin, age, disability or genetics. We strongly encourage applications from communities of color and other historically underrepresented and marginalized groups.

APPLICATION PROCESS

Visit our [CAREER CENTER](#), find the applicable job opening, and submit your cover letter and resume. Applications will be accepted until the position is filled. We place a heavy importance on cover letters during the screening process. Cover letters give us deeper insight into your experience and interest in Open Arms' work. Please do not skip this step.

If you have any questions, contact [hiring@openarmsps.org](mailto: hiring@openarmsps.org). No phone calls or paper submissions please.

Interviews will be conducted in person and virtually. If someone from our hiring team reaches out to schedule an interview, please let us know about any accommodations or technology needs you might have to participate in the interview.