



## **BUILDING FUTURES - JOB POSTING**

Title: Communications Director  
Reports To: Chief External Relations Officer  
Supervisory Responsibilities: Yes  
Employment Status: Full-time, Exempt  
Starting Salary Range: \$86,000 - \$96,000

### **About the Opportunity**

The Communications Director is a strategic and creative leader responsible for shaping and sharing Building Futures' story. This position implements internal and external communications—advancing the organization's visibility, influence, and impact with partners, policymakers, employers, funders, donors, and the broader community.

The ideal candidate is a storyteller who can translate complex workforce and economic development initiatives into compelling narratives that inspire action. This role combines strategic communications, media relations, digital engagement, and brand management to advance Building Futures' mission.

This is a full-time role reporting to the Chief External Relations Officer and working collaboratively across the organization.

### **About Building Futures**

Building Futures was founded in 2007 as a construction industry partnership focused on leveraging the Registered Apprenticeship model of workforce development. For over 100 years, unions and employers have jointly operated quality registered apprenticeships in construction occupations to train individuals as highly skilled tradespeople. Our work spans three distinct but highly aligned areas.

For the benefit of low-income Rhode Islanders, Building Futures developed and operates a comprehensive pre-apprenticeship program to prepare diverse, low-income men and women for success in employment as registered apprentices in the building trades. In addition, we work in partnership with a wide range of stakeholders to ensure construction projects provide employment opportunities for apprentices at the appropriate level to meet future demand for skilled labor through our Apprentice Utilization Program. Our pre-apprenticeship and apprentice utilization program provide an effective workforce development system in Rhode Island's construction sector.

From this foundation, we have established Apprenticeship Rhode Island, an initiative to expand the use of Registered Apprenticeship beyond the construction sector. Now, we are helping develop new registered apprenticeship programs in multiple sectors, including healthcare, information technology, advanced manufacturing, and marine trades. Working with employers, industry partnerships, government, and community-based organizations, we

are spreading the proven model of Registered Apprenticeship to benefit the state's workforce and economy.

## **Key Responsibilities**

1. Strategic Communications & Brand Leadership
  - Work closely with Chief External Relations Officer to develop, implement, and regularly update a comprehensive communications strategy aligned with organizational goals and priorities that includes email, social media, earned media, and web programs.
  - Ensure consistency of voice, tone, and messaging across all platforms and audiences.
  - Collaborate with organizational leadership to integrate communications into programmatic, policy, and donor-based fundraising initiatives.
  - Support data-driven organization-wide storytelling.
  - Regularly evaluate the efficacy of communications strategy tactics with metrics and tracking.
  
2. Media Relations
  - Serve as primary media contact; build and maintain relationships with journalists and media outlets.
  - Develop press releases, talking points, and media kits; manage press events and coverage.
  - Support leaders, partners, staff, program participants, and alumni in developing public speaking and media messaging skills as needed.
  - Identify opportunities to elevate Building Futures' leadership in workforce development and apprenticeship innovation.
  
3. Digital & Content Strategy
  - Oversee and support message and brand coherence in digital presence, including on website, social media, and email program.
  - Create and curate engaging content—stories, videos, and visuals—that highlight participant success, employer partnerships, and policy wins.
  - Use analytics to track engagement and refine strategies for reach and impact.
  
4. Internal & Stakeholder Communications
  - Support organizational cohesion through internal communications and storytelling.
  - Collaborate with organizational teams to produce reports, proposals, presentations, and programmatic materials for funders, donors, employers, and partners.

- Support executive-level messaging for public speaking, testimony, and thought leadership.
5. Special Events
    - Provide branding, messaging, logistical, media, direction, and support for agency special events.
  6. Supervision
    - Supervise Communications and Data Specialist in maintaining systems and data integrity, incorporating data visualization into overall communications and stakeholder strategy, developing collaterals and presentations for agency programs and staff members, and meeting the above goals.
    - Facilitate contractor and vendor fulfillment of above goals as needed.
  7. External Relations Team
    - Support and participate in programmatic events and activities to fulfill Building Futures' mission.
    - Other Duties, as assigned

## **Qualifications**

Alignment and commitment to our organizational mission are essential: our mission is to meet employers' needs for skilled workers through Registered Apprenticeship, creating equitable paths to family-sustaining careers for Rhode Islanders.

Successful applicants will have:

- 7+ years of professional experience in communications, public relations, or related field.
- Demonstrated capacity in developing and executing successful communications strategies.
- Excellent writing, editing, and storytelling skills across multiple media formats.
- Experience managing media relations and digital communications (web, social, email) and proficiency with digital platforms and tools (WordPress, MailChimp, Google Analytics).
- High computer fluency, including:
  - Proficiency with Microsoft Office suite, with intermediate to advanced Excel skills.
  - CRM and email marketing software experience and demonstration of best practice.
  - Demonstrated proficiency with Adobe Creative Suite software, especially InDesign, Illustrator, and Photoshop.
  - Photography and/or video production/editing a plus

- Strong interpersonal communication skills, ability to work collaboratively with diverse teams, and lead by example.
- High-level time management and prioritization skills
- Familiarity with workforce development, apprenticeship, labor, or community-based nonprofit organizations, preferred.
- Experience managing consultants or vendors
- Bilingual applicants encouraged

### **Additional Information**

Building Futures is located in the Valley neighborhood of Providence, RI.

Building Futures is proud to be an equal opportunity employer. People of color, women, LGBTQ+ candidates, gender non-conforming individuals, individuals with disabilities, and those from diverse backgrounds and experiences are strongly encouraged to apply.

### **How to Apply**

Please send a cover letter, resume, and work sample to Rachel Miller at [rmiller@bfri.org](mailto:rmiller@bfri.org) with the subject line Communications Director. The work sample can include any original product that effectively represents the candidate's writing and design skills. Applications without a cover letter or work sample will not be considered.