



Communications Manager

Reports to: Executive Vice President

Primary Responsibilities:

Digital and Print Media

- Work with EVP to create a digital, print, and in-person communication strategy that supports all parts of the Community Foundation's mission and initiatives.
- Lead and develop online content and interactions via website and newsletter/email
- Manage content creation, user engagement, and audience growth of social media pages (Facebook, Twitter, Instagram, and LinkedIn)
- Write and design high quality news items and updates for the Foundation website regularly, as well as additional new pages as necessary, sometimes requiring interviews with community members, working with web provider, or collaboration with other departments. Develop clear and consistent line of communication between departments at the Foundation so important information can be shared, both externally and internally.
- Manage and guide Community Foundation brand through digital, print and marketing materials.
- Identify and implement communication and engagement tools to effectively link Community Foundation work to our impact on a range of community initiatives. Seek and develop appropriate partnerships.
- Act as primary liaison with creative agency and media representatives.
- Monitor ROI, open rates, and engagement and tweak approaches accordingly.
- Manage the digital communications budget.

Organizational Communications and Events

- Take lead role in developing, curating, and executing largescale annual events such as the Extraordinary Give
- Help lead planning for organizational events (could include but not limited to fundholder events, grant info sessions, community events, etc.)
- Lead role in development of materials (presentations, collateral, printed materials) for all organizational events
- When needed, be primary face or voice for organization at events through remarks, presentations, or press interviews
- Develop as-needed information collection sources to support Foundation work, including surveys, typeforms, eventbrites, and social media events.
- Work with all organizational departments to develop, adjust, and expand audiences for different parts of the Foundation's work
- Liaise with Foundation departments about new programs and events annually to ensure cohesive messaging, feel, and content
- Oversee and manage the production of various marketing/web materials from different departments to support communications plan
- Provide monthly internal updates to board and staff about relevant and recent initiatives, featuring the month's highest performing social media posts and news items.
- Provide as-needed management of internal communication support and/or interns.

- Present or speak comfortably in front of groups as needed.
- Act as Community Foundation ambassador by attending community events and making presentations at community service gatherings
- A small team environment requires that everyone help to achieve organizational goals by fulfilling other duties and responsibilities as needed.

Technology Requirements:

- Working knowledge of Adobe Acrobat, InDesign, Photoshop and/or Illustrator
- Proficient knowledge of social media for organizations, including Facebook, Instagram and Twitter and social media tools/Google Analytics
- Understanding of website CMS and Wordpress
- Experience with video production, GIFs, social graphics, a plus

Desired Qualifications:

- Bachelor's degree, preferably with at least four years' experience in a related field (communications, public relations, media relations, or marketing)
- Exceptional time management and project management skills
- Demonstrated excellence in written and oral communications
- Strength in being able to synthesize many different—sometimes conflicting—pieces of information and goals into cohesive messages and plans
- Independent and self-motivated. Willing to initiate and implement new technologies and processes.
- Community-minded and committed to the mission of the Community Foundation
- Ability to practice empathy, and build relationships with people from many backgrounds

Other requirements:

- The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. This is largely a sedentary role; however, the role may require walking, lifting, or standing for periods of time when hosting or representing Foundation at various community functions. In this job, you will occasionally lift boxes, marketing collateral, displays or other supplies of up to 20 pounds, bending or standing as necessary. Note however that reasonable accommodations will be made to enable individuals with disabilities to perform the essential functions.
- Individuals hired for Foundation positions must provide proof of vaccination against COVID-19 unless otherwise prohibited by law. "Full vaccination" is defined as two weeks after both doses of a two-dose vaccine or two weeks since a single-dose vaccine has been administered. The Foundation complies with federal, state, and local laws regarding accommodations related to this policy.
- Finalists will be requested to perform pre-employment screening/testing, including a criminal background check and possible skills assessments.

The Foundation is an equal opportunity employer and does not discriminate regarding sex; gender; gender identity; gender expression; race; color; national origin; religion; creed; age; disability; citizenship; marital or domestic partnership status; sexual orientation; genetic predisposition; military or veteran status; or any other characteristic protected by federal, state or local law, rule or regulation.

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