



POSITION: COMMUNICATIONS MANAGER

REPORTS TO: EXECUTIVE DIRECTOR

DEPARTMENT: ADMIN

STATUS: FULL-TIME, SALARIED, EXEMPT

POSITION SUMMARY

We are seeking a talented communications professional with a sales, marketing and/or fundraising background for the position of Communications Manager responsible for the planning, creation and execution of the communications and marketing plan and strategies of the organization. This position will report to the Executive Director, but will have dotted line responsibility to key departmental "customers".

DUTIES AND RESPONSIBILITIES

- Working with the Executive Director, define a communications strategy to drive fundraising, membership and retail store sales
- Under the direction of the Chief Development Officer:
 - plan, oversee creation of, and execute the delivery of all fundraising appeals, donor communications and collateral of the organization
 - manage the general branding of the organization
- Working with the Sr. Dir - Mission Integration, develop a plan to increase Conference membership, including broadening appeal to different age cohorts and demographic groups
- Working with the Chief Operations Officer, develop and implement marketing plan for the organization's 11 thrift stores
- Produce compelling collateral including as flyers, print ads, membership materials, event collateral, fundraising materials, brochures and invitations
- Develop and implement communications strategies to reach multiple target audiences through a variety of channels and formats including both traditional and social media
- Manage media and public relations partners and activities
- Draft newsletters, emails and other communications
- Manage organizational social media presence across multiple platforms including Facebook, Twitter, Instagram, LinkedIn and YouTube to exponentially increase friends and followers and convert them to donors, members or volunteers

- Create and manage the content, design and functionality of the company website and increase traffic to site
- Develop and implement company app and mobile/web-based services
- Produce webinars, videos and other web-based and mobile content
- Draft and design annual engagement book, annual report and other reports and collateral

QUALIFICATIONS

- Bachelor's degree in related field required, Master's degree preferred
- Minimum 3-5 years of direct professional experience
- Experience working in a nonprofit setting preferred with corporate partnership experience a plus and/or within a corporation's philanthropy/marketing/communications team with cause marketing a plus
- Strong writing, editing, proofreading, layout and design, professional printing/publishing skills
- Experience creating communications for multiple audiences, channels and formats including social media, print, TV, radio and online; retail marketing experience is a plus
- Social media-savvy with experience engaging and growing followers across social media platforms and strong understanding of current trends in digital media
- Tech-savvy with experience creating and editing videos and other electronic content
- Exceptional time management skills and strong sense of pace and urgency to ensure multiple concurrent projects are properly prioritized and completed within expected timeframes
- Self-motivated, creative, energetic and results-oriented team player
- Strong proficiency in Microsoft Office Suite including Power Point, Publisher, Word, Excel, Outlook and Adobe Acrobat
- Experience with Adobe Creative Suite, Microsoft Publisher, GIMP and/or other design software

Job Type: Full-time