



# COMMUNICATIONS & EXTERNAL RELATIONS MANAGER

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**DEPARTMENT:** Organizational Planning  
**REPORTS TO:** VP of Organizational Planning  
**CLASSIFICATION:** Non-Exempt

**# OF HOURS:** Part-time, 25 hrs  
**PAY RATE:** \$38.00 - \$40.00 per hour

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## POSITION PROFILE:

The Communications & External Relations Manager plans and implements strategies to increase broad public understanding of and appreciation for the scope and impact of SAY San Diego, a major San Diego County nonprofit organization. The Communications & External Relations Manager has a track record of excellence in nonprofit communications and outreach, embraces the SAY San Diego mission, is excellent at developing strong relationships with a wide range of stakeholders, is highly skilled in social media and digital media, and is a strategic and solutions-oriented leader. This position reports to the VP of Organizational Planning and works closely with the CEO, Board of Directors and senior leadership team.

## ESSENTIAL JOB FUNCTIONS AND RESPONSIBILITIES:

- Chiefly responsible for conceptualizing and writing the organization's annual report, newsletters, leadership updates, and other content for website, social media, and more.
- Identifies and crafts inspiring stories and visuals to highlight program impact.
- Identifies and implements strategic opportunities to cultivate support, partnerships, donors and audiences via communications and outreach.
- Coaches and supports members of the board of directors, staff, and other key representatives of the organization, in their efforts to be champions for SAY San Diego and its work.

## QUALIFICATIONS (Education, Experience and Certifications):

- Bachelor's or Master's Degree in Communications, Public Relations, Social Work, or related field.
- A minimum of five years of experience developing creative content to demonstrate impact, value, and innovative solutions in the social/human services sector.
- Strong facility and fluency in e-communications, including social media, web content, e-newsletters, photos and video, and more.
- Demonstrated experience developing communications content, relationships, and engagement to advance equity, diversity and inclusion.

## KNOWLEDGE, SKILLS AND ABILITIES:

- Demonstrated ability to write persuasively and effectively for diverse audiences.
- Ability to produce creative content in visual and social media.
- Strong initiative, self-starter with ability to multi-task.



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- Ability to keep projects on time and budget.
- Excellent interpersonal skills.
- Excellent written and verbal communications skills (including presentation skills).
- Proficiency with Adobe Creative Suite and Microsoft Office.
- Familiarity and demonstrated ability using customer relationship management and/or donor database systems desired.
- Event support, related planning and management skills preferred.

## **WORKING CONDITIONS:**

**ENVIRONMENT:** Office and occasional off-site functions. Typically an office environment with adequate lighting and ventilation and a normal range of temperature and noise level. SAY San Diego is continuing to monitor state and federal guidelines related to COVID. At the time of hire, the position may require temporary telework.

**PHYSICAL REQUIREMENTS:** While performing the duties of this job, the employee is regularly required to sit, use hands and arms to perform repetitive motions. Specific vision abilities required by this job include close vision, distance vision, color vision, and ability to adjust focus. Moderate dexterity application of basic skills (calculator, keyboard, hand eye coordination, etc.).

**MENTAL:** Must be able to relate well to all people of the community regardless of color, national origin, religion, sex, pregnancy, age, marital status, veteran status, sexual orientation, disability or socio-economic level. Must be emotionally mature, stable, tactful and able to provide professional leadership.

*The Job Description is intended to describe the general nature and level of work being performed by people assigned to this classification. They are not to be construed as an exhaustive list of all responsibilities, duties and skills required of personnel so classified. All personnel may be required to perform duties outside of their normal responsibilities from time to time, as needed.*