COMMUNICATIONS MANAGER

DEPARTMENT: Resource Development  # OF HOURS: Full-Time, 40 hrs
REPORTS TO: VP of Resource Development  PAY RATE: $28.45 - $30.00 per hour
CLASSIFICATION: Non-Exempt

POSITION PROFILE:
The Communications Manager is responsible for the planning and implementation of communications and events designed to increase stature and support of a major nonprofit organization. This staff person serves as the agency’s steward of unified branding and the lead developer, editor, coordinator of communications. This position reports to the VP of Resource Development and works closely with program directors. The ideal candidate has a track record of excellence in nonprofit communications, embraces the SAY San Diego mission, and is a strategic and solutions-oriented leader.

ESSENTIAL JOB FUNCTIONS AND RESPONSIBILITIES:
- Manage and drive a communications plan for a vibrant, multi-service organization.
- Chiefly responsible for the development and writing of the agency’s annual report, press releases, newsletters, agency updates, and other content for events, video, social media, and more.
- Identify and support public relations and promotional opportunities for the organization and steward relationships with media and supporters.
- Identify and craft inspiring stories that highlight the impact of our programs.
- Identify and implement strategic opportunities to cultivate new donors and audiences through communications and events.
- Other tasks as assigned by the VP of Resource Development.

QUALIFICATIONS (Education, Experience and Certifications):
- Bachelor’s Degree in Communications, Public Relations, Marketing or related field.
- Five or more years of experience creating content for an array of communications, including social media, email campaigns, web content, newsletters, agency collaterals, video, and more.
- Nonprofit sector experience with communications, events, and fundraising.
- Experience training and supervising support staff, interns, or volunteers.

KNOWLEDGE, SKILLS AND ABILITIES:
- Demonstrated ability to write persuasively and effectively for varying audiences.
- Ability to conceptualize, plan, coordinate and implement communications and related activities.
- Ability to multi-task and problem solve.
- Possess strong interpersonal skills and excellent written and verbal communications skills (including presenting in public settings and collaborating with others).
- Proficient with Adobe Creative Suite and Microsoft Office.
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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.

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 be 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.