

Community & Public Relations Manager
Job Description
Norfolk SPCA

The Norfolk SPCA is searching for a dynamic, innovative, and strategic Community & Public Relations Manager who will have the opportunity to collaborate with the Executive Director and Leadership Team to deliver innovative communications, media relations and community engagement. The successful candidate will leverage 21st century communications tools, technology, robust communications tactics and a thoughtfully designed public relations and social media strategy to effectively deliver messaging, engage donors/volunteers, sponsors, elected officials and the general public.

The Community & Public Relations Manager is an important member of the Norfolk SPCA Team and plays a pivotal role in the continued evolution and development of the organization. This position will provide oversight and implementation to ensure communications are accurate, timely, and impactful. The Manager will coordinate complex projects, such as public campaigns, media briefings and releases, special events, and community engagement activities, all while aligning efforts with the organization's strategic priorities.

The Community & Public Relations Manager is a visionary who brings a strategic, forward-thinking approach to the role. This adaptable and resourceful professional will have a deep understanding of media relations, community engagement, and technology. With expertise in communication and customer service, the successful candidate will be well-equipped to enhance the Norfolk SPCA's outreach and engagement efforts. They will navigate the fast-paced and dynamic environment of a multi-million-dollar nonprofit organization with poise and creativity, leveraging modern technology tools to amplify Norfolk SPCA's message and foster community connections.

The successful candidate will be a skilled critical thinker with exceptional judgment and decision-making capabilities. They will be process-driven and can coordinate complex work efficiently, ensuring seamless collaboration across departments. Their ability to build strong interpersonal relationships will be crucial in collaborating with diverse teams and fostering a culture of innovation and continuous improvement. Their problem-solving mindset and capacity to thrive under pressure will be invaluable in addressing challenges and seizing opportunities to elevate the organization's communications. With a keen eye for strategic marketing, they will craft messages that resonate with diverse audiences, strengthening the Norfolk SPCA's reputation and public trust.

The successful candidate will be a leader of integrity who inspires confidence and collaboration. They will balance the immediate demands of a high-stress environment with a long-term vision for the Norfolk SPCA and its communications strategy. Their ability to integrate modern technology, foster interpersonal relationships with internal staff and leadership volunteers, support development and fundraising initiatives, and prioritize community engagement will position them as pivotal force in advancing the Norfolk SPCA's mission and enhancing its relationship with the media, community, donors, elected officials and stakeholders.

Position Responsibilities

Public & Media Relations

- Develop & implement a comprehensive communication plan
- Serve as the organization's contact for media outlets
- Serve as the point person for media inquiries and interviews
- Represent the Norfolk SPCA on camera and on local news segments
- Develop Press Releases on stories, events, etc.
- Create and place advertisements with local, state, and national outlets/magazines and other ad placements
- Direct and manage crisis communications
- Provides leadership to the emergency communications team during disaster and emergency events

Social Media

- Co-CREATE and implement annual social media plan
- Co-CREATE messaging and content for all social channels
- Monitor and evaluate social media progress and reach through analytics.

Community Engagement

- Field all calls regarding community booths/tables
- Schedule and work with corporate/group volunteers during the year
- Coordinate which community engagement activities the organization will participate in
- Schedule and conduct all shelter tours for community leaders and elected officials
- Schedule and conduct all shelter tours for the Chamber of Commerce, LEAD 757, CIVIC and other leadership organizations
- Coordinate local/regional and national campaigns to include, but not limited to, Dairy Queen, Subarau, Kalfus & Nachman and Clear the Shelter
- Identify and cultivate relationships with local Veterinary practices
- All other duties as assigned

Fundraising & Friend raising

- Coordinate all aspects of the organization's community event-Salty Dog Walk (\$25,000+ net revenue)
- Coordinate all aspects of the Inaugural (and thereafter) Adopt-a-versary Event (\$25,000+ net revenue)
- Coordinate all aspects of the annual Ammons Award Event (\$25,000+ net revenue)
- Develop a system to track in-kind contributions to the Norfolk SPCA (including pet pantry)
- Identify in-kind donors and contributions for all of Norfolk SPCA's needs

Qualifications

Minimum requirements include a bachelor's degree in business administration, communications or related field and 4-7 years of progressively responsible engagement experience with non-profit organizations, local government, or large corporations.

Performance Standard: Employees at all levels are expected to effectively work together to meet the needs of the community and the organization through work behaviors demonstrating the highest integrity. Employees are also expected to lead by example.

Hours and Location: This position is full-time, exempt status and located onsite at NSPCA HQ. Hours are 8:00 AM-5PM. There will be occasional after-hours work. Benefits include employer sponsored health care, paid time off, holiday paid time off and access to a Retirement Plan.

Salary: Commensurate Experience (\$47,000-\$55,000 Range)

Please send resume to **Phyllis Fedele** at phyllis@strategicsolutionsbytriciallc.com

Review of resumes will begin immediately, with preference given to those received by 1/23/26.