

Communications Manager

Glenwood

Date Posted: February 12, 2019

Admin. Support

Position Title: Communications Manager

Shift Hours: M-F 8:30 a.m. – 5 p.m.

The Communications Manager's primary responsibilities are: 1. branding to clearly communicate Glenwood's mission and impact of services, and 2. managing the Junior Board and its activities.

I. Message Development and Branding Standards

- a. Works with CDO to develop strategic messaging and materials to ensure community and donor engagement
- b. Develops and implements brand standards
- c. Develops integrated marketing strategies

II. Collateral – Print & Digital Strategies

- a. Develops and produces, or oversees production of, agency communications, both print and digital
- b. Designs and produces, or oversees production of, all agency collateral – print and digital – including print and digital newsletters (internal, external) – for programs/services and for fundraising
- c. Website – designs and maintains updates to glenwood.org and provides input to any websites related to Glenwood programs, services and fundraising
- d. Oversees/produces event collateral, attends and helps coordinate all special events and fundraising campaigns related to the Development office
- e. Responsible for setting and adhering to production schedules for communications and event support
- f. Ensures quality and cost effective materials by developing relationships with vendors relating to print and digital production. Tracks quality, production timelines and costs involved with all aspects of each project
- g. Supports team in direct mail production through timeline setting, adhering to set timelines
- h. Conceptualizes, designs and produces advertising for print, web and social media campaigns via all media. Maintains up to date on social media trends and uses all appropriate media to further Glenwood's brand and fundraising success
- i. Takes photographs for print/digital needs. Ensures individuals served have appropriate releases
- j. Budget: maintains and provides reports on costs for printing, advertising, etc., associated with Development events. Tracks communications related revenue and expenses and produces financial outcome reports.
- k. Measures reach of all social, print and broadcast media as appropriate.

III. Serves as Junior Board Liaison

- a. Schedules and attends monthly Junior Board meetings and all Junior Board events. Prepares agenda, secures refreshments and other activities to ensure successful Junior Board meetings
- b. Works with Junior Board leadership to recruit and train new members
- c. Serves as the point person for all Junior Board fundraising and service events (Big Top, client bowling, client art projects and other events)
- d. Responsible for the Junior Board's signature event, Big Top. Work with Junior Board to plan and execute an event that raises money and awareness for Glenwood
- e. Tracks event-related revenue and expenses and produces financial and outcome reports for the Chief Development Officer and Finance
- f. Keeps detailed records of events and participants to ensure growth of the events. Works with CDO and Development Manager to increase revenue through sponsors

IV. Works with the Development Team to develop and implement a marketing and public relations plan related to fundraising events.

- a. Makes contacts that improve Glenwood's visibility in the community
- b. Develops effective communications strategies
- c. Facilitates agency tours

V. Contributes to maintenance of Raiser's Edge database to capture all fundraising activities.

- a. Maintains records of all contacts for billing, recognition and tracking purposes

VI. Other duties as defined by the Chief Development Officer

Classification: Exempt

Minimum Qualifications: Bachelor's degree in journalism, public relations or a related field is required.

Skills: General knowledge about the non-profit industry; excellent public speaking and organizational skills; ability to drive is essential.

Ability to work irregular hours when needed (calls and contacts at night, weekends, attending special events, etc.)

To apply for this position, please visit www.glenwood.org.

The foregoing description is not intended and should not be construed to be an exhaustive list of all responsibilities, skills, efforts, or working conditions associated with the job. It is intended to be an accurate reflection of the general nature and level of the job.