

FLSA Status: Exempt
Prepared By: Margaret Creighton
Job Title: **Communications Manager**
Reports To: Executive Vice President
Prepared Date: 11/17/2020

Summary:

The Communications Manager is the primary staff member responsible for branding, communications, media relations, graphics and event coordination at Positive Tomorrows. The Communications Manager is responsible for designing a communications plan to meet the needs of Positive Tomorrows and its clients as expressed in the Purpose Statement, Missions Statement and Strategic Plan. The Communications Manager serves as the primary graphic designer and photographer for all Positive Tomorrows materials. The Communications Manager coordinates donor cultivation events in collaboration with the Executive Vice President. The Communications Manager assists with outreach and presentations in the community, including United Way activities, and Public Relations to increase exposure for the organization. The Communications Manager serves as staff member liaison to the Marketing Committee on the Board of Directors.

Essential Duties and Responsibilities:

DEVELOPMENT (30% of time spent)

- Assists in budget preparation for Communications & Events activities
- Special events: In collaboration with the Executive Vice President, implements each fundraising event, including planning, event execution, and post-event follow up in accordance with the Benevon fundraising model. Reports progress and results to the Executive Vice President.
- Manages direct mail solicitations.
- Participate in speaking opportunities and public appearances on behalf of Positive Tomorrows, including United Way appearances, volunteer fairs, speaking to groups and other general activities
- Other duties as requested.

COMMUNICATIONS (70% of time spent)

- Manage the Positive Tomorrows brand; Develop, promote and equip staff and board with key messaging.
- With Executive Vice President, develops a comprehensive communications plan to bring awareness to Positive Tomorrows
- Manages comprehensive media relations program with local, regional and national reach. Seeks to place feature stories and news articles in various media outlets to promote the Positive Tomorrows brand
- Fosters relationships with local, regional and national media
- Develop and implement a social media strategy, communicating about Positive Tomorrows through various social media platforms and working to increase the organization's visibility
- Manage website content, including updating donation forms and blogs
- Design, create content and manage process of all digital and print collateral, including mailings and solicitations
- Coordinate general e-mail content and delivery, including e-newsletters
- Photography for all collateral pieces
- Writes and distributes press releases, media advisories, and photo opportunities to increase awareness

- Serves as media liaison and point of contact, managing media recruitment, contacts when on site, communicating confidentiality requirements
- Research and develop new marketing and awareness opportunities
- Work to mitigate, prepare for, and implement crisis communication activities
- Prepare regular reports on progress related to marketing the organization
- Serve as staff member liaison and meeting coordinator to Marketing Committee under the Positive Tomorrows Board of Directors
- Other duties as assigned

Knowledge, Skills and Abilities:

- Knowledge of graphic design
- Knowledge of public relations and marketing, including social media
- Knowledge of special events planning and management
- Knowledge of basic office technology (i.e., database; reporting functions; Microsoft Office, particularly Word, Excel, Outlook)

Personal Characteristics:

- Person of exemplary character who is deeply committed to Positive Tomorrows' mission.
- Possesses above-average written and oral communication skills.
- Flexible, well-organized and able to cope with sudden changes in plans or scheduling.
- Collaborative, open and inclusive.
- Able to excel in a dynamic work setting with multiple projects and pressured deadlines.
- Able to establish and maintain effective internal and external working relationships.
- Anticipate, understand, and respond to the needs of volunteers and staff to meet or exceed their expectations.
- Works cooperatively and effectively with others to set goals and resolve problems to enhance organizational effectiveness.

Competency:

To perform the job successfully, an individual should demonstrate the following competencies:

- Analytical - Collects and researches data.
- Problem Solving - Gathers and analyzes information skillfully.
- Project Management - Develops project plans.
- Technical Skills - Shares expertise with others.
- Customer Service - Meets commitments.
- Interpersonal - Maintains confidentiality; Remains open to others' ideas and tries new things.
- Oral Communication - Speaks clearly and persuasively in positive or negative situations; Demonstrates group presentation skills.
- Team Work - Able to build morale and group commitments to goals and objectives.
- Leadership - Displays passion and optimism.
- Ethics - Treats people with respect; Keeps commitments; Inspires the trust of others; Works with integrity and ethically; Upholds organizational values.
- Organizational Support - Follows policies and procedures; Completes administrative tasks correctly and on time; Supports organization's goals and values; Benefits organization through outside activities.
- Strategic Thinking - Develops strategies to achieve organizational goals; Understands organization's strengths & weaknesses; Adapts strategy to changing conditions.
- Adaptability - Manages competing demands; Able to deal with frequent change, delays, or unexpected events.
- Dependability - Follows instructions, responds to management direction; Takes responsibility for own actions; Keeps commitments; Commits to long hours of work when necessary to reach goals; Completes

tasks on time or notifies appropriate person with an alternate plan.

- Initiative - Volunteers readily; Undertakes self-development activities; Seeks increased responsibilities; Takes independent actions and calculated risks; Looks for and takes advantage of opportunities; Asks for and offers help when needed.
- Judgment - Displays willingness to make decisions; Exhibits sound and accurate judgment; Supports and explains reasoning for decisions; Includes appropriate people in decision-making; Makes timely decisions.
- Motivation - Sets and achieves challenging goals; Demonstrates persistence and overcomes obstacles.
- Planning/Organizing - Prioritizes and plans work activities; Uses time efficiently; Plans for additional resources; Sets goals and objectives; Develops realistic action plans.
- Professionalism - Approaches others in a tactful manner; Reacts well under pressure; Treats others with respect and consideration regardless of their status or position; Accepts responsibility for own actions; Follows through on commitments.
- Quality - Demonstrates accuracy and thoroughness; Looks for ways to improve and promote quality; Applies feedback to improve performance; Monitors own work to ensure quality.
- Quantity - Completes work in timely manner.

Qualifications:

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- **Education/Experience:**
A university degree; 2 or more years successful experience in graphic design, fundraising, media relations, volunteer recruitment or training and support.
- **Language Ability:**
Ability to read, analyze, and interpret general business periodicals, professional journals, technical procedures, or governmental regulations. Ability to write reports, business correspondence, and procedure manuals. Ability to effectively present information and respond to questions from groups of managers, clients, customers, and the general public. Ability to clearly communicate to media and create interesting media opportunities.
- **Math Ability:**
Ability to calculate figures and amounts such as discounts, interest, commissions, proportions, percentages, area, circumference, and volume. Ability to apply concepts of basic algebra and geometry.
- **Reasoning Ability:**
Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists. Ability to interpret a variety of instructions furnished in written, oral, diagram, or schedule form.
- **Computer Skills:**
To perform this job successfully, an individual should have knowledge of Word Processing software; Spreadsheet software; Internet software; Project Management software, design software, photography and Database software.

Work Environment:

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- While performing the duties of this job, the employee is frequently exposed to outdoor weather conditions. The noise level in the work environment is usually moderate.

Physical Demands:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Must be willing to work flexible hours, including evenings and weekends.
- Must have vision and auditory abilities to operate office equipment listed above.
- Must possess a valid Oklahoma Driver's license, have reliable transportation and the ability to drive.
- Must be able to carry 25 pounds and carry a display board to presentations.

Employee Name: _____

Employee Signature: _____

Date: _____

Supervisor Name: _____

Supervisor Signature: _____

Date: _____