

## **Job Description**

**Title of Position:** Communications Manager  
**Reports to:** Director of Resource Development  
**Status:** Full time, exempt

All employees are expected to support the mission of The Women's Home "to help women in crisis regain their self-esteem and dignity, empowering them to return to society as productive, self-sufficient individuals". This is accomplished in many practical ways and by expressing in everyday work behavior our core values: Dignity – Respect for the worth of every person; Integrity – Honesty, justice consistency and ethical practice in all relationships; Inclusiveness – Diversity in those we serve, our staff and leadership; Stewardship – Wise use of talents and resources in the service of others; and holistic Growth – Empowering individuals to adapt creatively to changes in life. Through honoring these core values we seek to work harmoniously with staff, clients, donors, and the community by maintaining emotional control and diplomacy during all interactions and by communicating verbally and non-verbally in an articulate and professional manner.

**Position Summary:** 1) Creating and coordinating all the written communication to include newsletters, annual reports, and assistance with written appeals. 2) Creating content for all on-line forms of communication. 3) Assisting with special events collateral material. 4) Assisting in the coordination of media relations. 5) Ensuring that branding standards of the organization are maintained.

### **I. Duties:**

#### **Printed written communications:**

- A. Create content for two written newsletters. Development team will identify stories for the layout and help to identify photos and work with Communications Manager to produce.
- B. Create content for annual report with assistance from Development team.
- C. Write at least four (4) client stories to be used for written appeals.
- D. Write materials for collateral brochures as needed.
- E. Create and maintain a communication plan and timeline for departmental use and coordination.

#### **On-line communications:**

- A. Write web content and keep updated to meet web manual overview expectations.
- B. Create content for a monthly on-line newsletter linked to website.
- C. Create content on a daily basis for Facebook.
- D. Create content and manage design for email blasts in coordination with special events/other agency news or announcements.

#### **Special Events:**

- A. Assist with creating written programs, signage for events.

#### **Media Relations:**

- A. Create and maintain a media kit, both online and in print.
- B. Assist with development of media planning and execution.
- C. Write content for media advisory and press releases as needed.
- D. Attend and support the Public Relations committee.

- E. Maintain a history of media hits each calendar year.

## **II. Other Responsibilities:**

- A. Participate in the training of staff, interns and volunteers as needed.
- B. Participate in volunteer committee meetings as needed.
- C. Attend client award banquets and holiday party.
- D. Participate in agency activities as requested (all staff meetings, special events etc.).
- E. Other duties as assigned to optimize communications opportunities.

## **III. Qualifications:**

- A. Bachelor's degree
- B. Two years' experience in writing.
- C. Good organizational, written and verbal communication skills.
- D. Excellent networking and community outreach skills.
- E. Ability to work well on a team.

## **Skills**

- A. Proficient in basic computer applications, including Outlook, Word, Excel, PowerPoint, End Design, etc. and web –based programs.
- B. Record keeping skills (for development and programs).
- C. Organization and planning skills.
- D. Strong written and verbal communications.

## **Capabilities**

- A. Demonstrated capability to conduct one's self in a calm and professional demeanor when dealing with the public and/or with difficult situations.
- B. Ability to work well with a diverse group of staff and volunteers .
- C. Willingness to adjust hours to accommodate the needs of the job.
- D. Ability to effectively manage a wide array of tasks, projects, and responsibilities.
- E. Ability to work productively in an unstructured environment with frequent interruptions.

## **Time Commitments**

- A. Hours are generally Monday through Friday, between 9am-6pm
- B. Must be available for special events and trainings
- C. Schedule will vary based on program needs

## **IV. Physical Requirements:**

Person in this position must be able to sit, stand, bend, stoop and use desktop technology for long periods of time. They must be able to lift up to 20 lbs. Reasonable accommodations may be made to enable individuals with disabilities to perform these duties.

## **Acknowledgment of receipt and understanding of job description**

I have read and I have reviewed my job description with my primary supervisor.

\_\_\_\_\_  
Employee Signature

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
Date

\_\_\_\_\_  
Supervisor Signature

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
Date