

https://newamericanpathways.org/?post_type=jobs&p=11641

Communications Manager

Description

We are seeking a talented communications professional with a marketing, public relations and/or fundraising background. As a member of the Advancement team, the Communications Manager will be responsible for the planning, creation and execution of communications and marketing strategies for the organization. The Communications Manager will also plan, oversee creation of, and execute the delivery of all fundraising appeals, communications and collateral of the organization to include executing external communications through social media platforms, newsletters, storytelling and website management. This person will ensure New AP branding and messaging is consistent and will create content to be shared across New AP communications platforms, as well as monitor progress towards marketing and communications goals.

Responsibilities

- Develop and implement communications strategies to reach multiple target audiences through a variety of channels and formats, including both traditional and social media, working with Chief Advancement Officer to set and monitor annual communications and marketing goals;
- Develop newsletter plan and editorial calendar in partnership with the Advancement team;
- Write, edit and compile stories from New AP staff and clients for social media, website, newsletters and media contacts, as well as editing contributing guest authors;
- Manage New AP social media platforms, including Facebook, Twitter, Instagram and LinkedIn;
- Produce and update compelling collateral, including program promotional materials, flyers, event collateral, brochures, invitations and annual report;
- Monitor New AP's website and perform basic updates as needed;
- Photograph events and clients for use on New AP communication channels;
- Maintain and monitor the New AP brand for consistency and integrity. Review all external materials from other departments prior to dissemination;
- Research and support Advancement team in identifying and executing media stories, including maintaining a media contact list;
- Monitor trends and ensure the organization is using up to date methods to ensure maximum engagement;
- May supervise Communications Intern each semester.

Qualifications

- Bachelor's Degree in Marketing, Communications, Journalism or a related field
- Three plus years professional experience
- Experience working in a non-profit setting as part of a development/fundraising team preferred and/or experience working with a corporate philanthropy/ marketing/ communication team with cause marketing expertise
- Superior written and verbal communications skills

Industry

Advancement

Employment Type

Full-time

Working Hours

Monday – Friday, with occasional weekend and evening work.

- Strong writing, editing, proofreading, layout and design, professional printing/publishing skills
- Understanding of nonprofit communications and social media platforms, including Facebook, Twitter and Instagram
- Experience managing and updating a WordPress website and MailChimp campaigns.
- Talented at basic graphic design with experience in Canva, Adobe Creative Suite or comparable graphic design software
- Tech savvy with experience editing websites, videos and other electronic content
- Exceptional time management skills and strong sense of pace and urgency to ensure concurrent projects are properly prioritized and completed within expected timeframes
- Understanding of storytelling and communication elements, experience working with diverse populations to gather and share stories preferred
- Demonstrated history of setting and meeting goals
- Experience working as part of a team in a diverse, multicultural environment
- Self-motivated, results oriented, with excellent interpersonal skills.

Job Benefits

This is a full-time position and salaried at a range of \$48,000-\$55,000. Employer contributes to medical, dental and vision insurance. Employer pays life and disability insurance. 14 paid holidays and a generous paid time off policy. Employee has the option to contribute to 401(k).

Contacts

To apply please email your resume and cover letter to careers@newamericanpathways.org.