

Be The One



**COMMUNITY
FOUNDATION**

of Sarasota County

COMMUNITY FOUNDATION OF SARASOTA COUNTY JOB PROFILE: Manager, Communications and Marketing

Date: 11/27/2018
Reports to: Vice President, Strategic Communications and Marketing
Supervises: N/A
Grade Level: 4
FLSA Status: Exempt Non-Exempt

Purpose:

To manage a multi-pronged communication approach that includes traditional media (print & broadcast), new media (email, newsletters, etc.), social media (Facebook, Twitter, etc.), graphic design, and other communication tools that ultimately enable the Foundation to reach its target audiences in a manner consistent with its Brand Promise.

Responsibilities:

1. Manages and implements the annual strategic marketing and communication plan for key stakeholder groups (prospects, donors, professional advisors and nonprofit organizations).
2. Coordinates with supervisor and/or contracted agency (ies), the strategies set forth to enhance lines of communication across all media outlets and methods (i.e., print, website, social media, newsletters, etc.). This includes methods by which the President & CEO, in particular, has an active and consistent voice in the community.
3. Writes and publishes effective and accurate content (including press releases) for identified concepts for a wide variety of media to promote initiatives and events consistent with the brand, while managing press relations and media partnerships.
4. Manages the annual advertising and media buys, as well as analyze and monitor earned media and annual advertising value equivalent.
5. Serves as liaison with internal departments to develop marketing materials and collateral for communication purposes, ensuring alignment with overall brand and quality standards.
6. Maintains an editorial content calendar for digital assets, including website, blog and social and new media to ensure timely, relevant and engaging information.
7. Organizes, writes, edits and proofreads content for materials; proofreads and edits own or colleagues' work as needed. Materials include annual report, bi-annual newsletter, monthly e-newsletters (Development, Corporate Counsel, and Community Investment), press releases, etc.
8. Monitors and develops materials to support the sponsorship marketing benefits that come with community partnerships in coordination with supervisor.

9. Identifies, evaluates, and effectively manages the process relating to external vendors, consultants, and freelancers.
10. Ensures brand messaging is consistent in all content that is developed.
11. Develops quality media and newsletter distribution lists and proactively identifies process improvements using the latest best practices, as needed.
12. Manages, prepares and writes speeches and remarks for President & CEO and other colleagues when representing CFSC publicly.
13. Occasionally represents CFSC at public events.
14. Stays current on leading-edge best practices in the community foundation world, as well as, within area of responsibility.
15. Performs other duties as assigned.

Position Qualifications:

1. Bachelor's degree in communications, marketing, mass communication, Journalism, business administration or related field. A combination of experience and education may be considered.
2. Minimum 3 years progressively responsible related work experience in a communications, public relations or marketing role.
3. Possesses strong project management skills.
4. Strong writing & content development skills and demonstrates the ability to consistently align key organizational messages with professional output.
5. Demonstrates the ability to 'wear many hats' and effectively manage the various components of the position.
6. Provides limited administrative support to supervisor.
7. Demonstrates effective interdepartmental collaboration and teamwork.
8. Demonstrates the ability to effectively work in a fast-paced environment with multiple and/or competing priorities.

Technology Qualifications:

1. Proficiency with Microsoft Suite (including PowerPoint)
2. Proficiency with Word Press or equivalent required.
3. Experience with database/list management.
4. Able to plan and execute social media content using a variety of tools (text, video, photo, etc.) and platforms (Hootsuite or similar)
5. Experience with email marketing software (MailChimp, Constant Contact, etc.)
6. Able to self-support for basic computer and network problems.

General Performance Standards and Expectations:

In addition to satisfactory performance on all the essential job duties and responsibilities for this job, the Community Foundation of Sarasota County employees are will strive to demonstrate our service philosophy of P.R.I.D.E in excellence to our internal and external constituents.

Purposeful Worker

- Goal Oriented
- Gets job done within deadlines
- Self-Motivated
- Takes Ownership
- Accountable
- Maintains required technical skills
- Calm under stress

Respect

Respect for importance of everyone

Empathetic Listener

Ask and listen

Provides excellent customer service, both internal & external

Demonstrates qualities of a Servant Leader

Under promises and over delivers

Authentic, honest, genuine

Inspirational

Curious about new information

Creative, independent thinker

Problem solver – thinks outside the box

Continuous learner

Dedicated Team Player

Works well across disciplines

Adaptable to change

Listens to others ideas

Accepts different assignments

Enthusiastic

Excited about the CFSC mission

Optimistic, positive attitude