

Be The One



The Community Foundation of Sarasota County has an opening for:

Manager, Communications and Marketing

The **Manager, Communications and Marketing** position is responsible for managing 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.

This is a full-time position with excellent benefits including insurance, paid time off, paid holidays, 401K match and more!

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 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

About This Opportunity:

The Community Foundation of Sarasota County has been named one of the *2018 Best Places to Work in Sarasota-Manatee*! This year's list is made up of **27** companies, and if you're counting, we came in at **#12**.

CFSC has been a respected philanthropic force since its founding in 1979. By providing a highly personalized link between donor's dreams and the community's needs, CFSC has helped ensure that people of vision and means have a trusted partner in their commitment to having an enduring impact on the community and causes they treasure. CFSC also believes that everyone can be a philanthropist, not just those with means. Accordingly, CFSC purposefully champions the community goals of its donors, committed at every turn to helping individual community investors achieve the maximum impact for the philanthropic dollars they entrust to the Foundation.

The appeal of this approach is manifested by the \$398 million in assets now held in the Foundation's 1400+ funds. Last year, the Foundation granted over \$34 million in grants and scholarships focusing on



donor dreams in areas such as education, health and human services, the arts, animal welfare, and the environment. CFSC is among the top 10% of community foundations nationally.

CFSC expects its team to embody a set of seven core values:

- Compassion
- Empowerment
- Innovation
- Integrity
- Quality
- Stewardship
- Inclusiveness

The future for the Foundation, its supporters and the communities they serve looks very bright indeed, even as the area has very real needs that only philanthropy can address. Florida is unusually well positioned to benefit from the southern shift in the country's population and focus, and Sarasota County's natural appeal will help ensure the area continues to be among the state's most attractive locales, whether for full-time inhabitants, seasonal residents, visitors or investors. The pattern has been building for quite some time, and Sarasota's secret—a low-key but highly livable community—is rapidly becoming public perception.

In 2016, local residents made official something the Foundation had known for a long time: Sarasota County is an exceptionally generous community. More specifically, in just one day in 2016, donors to CFSC's 24-hour online Giving Challenge, part of the largest crowdfunding event in US history, donated over \$13.1 million. The 2018 Giving Challenge raised \$11.7 million for more than 630 local nonprofits. Since 2012, the Giving Challenge has raised a combined \$40 million for local nonprofits. The Giving Challenge is but one example of how CFSC welcomes all community philanthropists.

A dedicated advocate of excellence in philanthropy, CFSC is accredited by the Community Foundations National Standards Board, a supporting organization of the Council on Foundations. Perhaps more important locally, the Foundation is widely regarded as a collaborative partner by hundreds of nonprofits serving the people of Sarasota County. Complete information on the Community Foundation of Sarasota County can be found here: www.cfsarasota.org

The Location

The Foundation is located near downtown Sarasota, FL, in a purpose-built headquarters building which was created by the Foundation in partnership with a generous donor specifically to encourage utilization by other community-enhancing organizations. Last year, for example, the Foundation hosted over 12,000 individuals from area nonprofits for community-enhancing initiatives at no cost to the users.

Sarasota is a family-friendly community renowned for its cultural and environmental amenities ("from ballet to bodysurfing"), beaches that Forbes magazine cited as the best in America, a vibrant arts infrastructure and eclectic international cuisine. Located on Florida's west coast, south of Tampa and north of Ft. Myers, Sarasota is one of America's most livable communities.

Be The One



All interested candidates should complete an application through the Community Foundation's recruitment website and include a current resume and cover letter.

Please apply online at www.CFSarasota.org.

For additional information or questions, please contact:

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