

## **Community Foundation of Sarasota County Job Profile**

**Title:** Manager, Communications  
**Date:** 12/27/24  
**Reports to:** Director, Marketing & Events  
**Supervises:** NA  
**Status:** Exempt

### **Purpose:**

This position is responsible for managing a multi-pronged communication plan that develops high-quality content including traditional media (print & broadcast), new media (email, newsletters, etc.), social media (Facebook, Twitter, etc.), graphic design, and other communication tools that enable the Foundation to effectively and consistently share its Brand Promise/messages with target audiences.

### **Responsibilities/Essential Functions:**

- Advise, inform and execute annual strategic communication plans for key stakeholder groups (prospects, donors, professional advisors, and nonprofit organizations).
- Coordinate with Director, Marketing & Events and/or contracted agency(ies)/vendors to achieve communications objectives across all media outlets and methods (i.e., print, website, social media, newsletters, etc.). This includes methods by which the Community Foundation of Sarasota County (CFSC) leadership has an active and consistent voice within the community.
- Write, produce and/or review content to ensure it is effective and accurate (including remarks, press releases, blogs, articles, social media) for identified concepts for a wide variety of media promoting initiatives, grants, events and thought leadership consistent with the brand. Review content with Director, Marketing & Events and, as needed, Leadership Team members.
- Develop quality media distribution lists and proactively identify earned media opportunities to share CFSC's impact within the market and industry.
- Serve as liaison with internal departments to develop materials and collateral that ensures alignment with overall brand and quality standards.
- Develop & execute editorial content calendar with approval of Director, Marketing & Events.
- Create content for digital channels, including website, blog, social and new media to ensure timely, relevant and engaging information. May coordinate publishing of materials with Coordinator, Strategy & Events but is responsible for final presentation of all materials, including timeliness and accuracy.
- Organize, write, edit and proofread content for materials (annual financial reports, semi-annual newsletter, monthly e-newsletter, press releases, etc.); proofread and edit own (or colleagues') work as needed.
- Monitor and develop content to support sponsorship marketing benefits that come with community partnerships, in coordination with Director, Marketing & Events.
- Identify, evaluate and effectively manage external vendors, consultants, and freelancers, as needed, and within budget.
- Manage, prepare and write speeches/remarks for President/CEO and others who represent CFSC publicly; ensure work is reviewed by Director Marketing & Events, and/or VP, Strategy & Communications prior to distribution.
- Ensure brand messaging is consistent in all content that is developed and distributed

- Stay current on leading-edge best practices in the community foundation world, as well as, within area of responsibility.
- May represent CFSC at public events, as needed.
- Provide coaching/guidance to department Coordinator, as needed.
- Other duties as assigned, based on business need.

**Qualifications:**

- Bachelor's degree in communications, marketing, mass communication, journalism, business or related field.
- Minimum 5 years of progressively responsible related experience in a communications, public relations, or marketing role. A combination of experience and education may be considered.
- Well-developed project management skills.
- Proven writing & content development skills; demonstrated ability to consistently align key organizational messages with professional output.
- Able to 'wear many hats' and effectively manage the various components of the position.
- Proven skill in interdepartmental collaboration and teamwork.
- Able to effectively work in a fast-paced environment with multiple or competing priorities.
- Proficiency with Microsoft Suite (including MS Teams, PowerPoint).
- Proficiency with WordPress or equivalent website tool.
- Proficiency with database/list management.
- Able to plan and execute social media content using a variety of tools (text, video, photo, etc.) and platforms (Hootsuite or similar).
- Proficiency with email marketing software (MailChimp, Constant Contact, etc.).
- Able to self-support for basic computer and network problems.