



Family Resource Center Association

Job Title: Communications Manager

Reports To: Fundraising Manager

Hours: Full Time with Benefits

Employment: At Will

FLSA Status: Exempt

Date: November 19, 2021

About the Family Resource Center Association

The Family Resource Center Association's (FRCA's) vision is for a Colorado in which every family is thriving and self-reliant. Our mission is to strengthen families through partnership and collaboration. Learn more about us at www.cofamilycenters.org.

Position Summary

Responsible for planning, creating, and executing communications efforts in collaboration with other team members. This involves developing and refining both internal and external organizational messaging. Additionally responsible for supporting public relations, fundraising, and event planning efforts as needed.

Working Relationships

Internal Relationships: FRCA staff and Board members

External Relationships: Family Resource Center Directors and staff; community stakeholders

Essential Duties and Responsibilities

Primary Functions

- Develop and execute organization's overall communications strategies and campaigns
- Oversee the development of organizational collateral and electronic media, including website, press releases, newsletters, presentations, fact sheets, annual reports and other communications tools, to ensure appropriate messaging and brand strategy are effectively executed
- Collaborate with staff to prepare, design, and distribute membership e-newsletters on a bi-weekly or monthly basis; compile and assess content that is important and beneficial for members
- Plan and execute virtual and in-person internal events (quarterly network convenings, ad hoc workshops, three annual membership meetings), including all logistics (venue selection, member registration and correspondence, catering, travel and lodging, speaker accommodations, coordination of meeting sessions, and maintaining event budget) with support from internal staff and outside contractors (e.g., venue, catering)
- Act as primary point of contact for media inquiries and engagements

- Create and implement an annual communications plan and monitor plan's completion and milestones
- Write, proofread, and edit creative content for clarity, accuracy, completeness, AP Style, brand adherence and consistent voice
- Coordinate with outside consultants and contractors on various projects as needed
- Coordinate and collaborate with both internal staff and outside consultants on copyediting, web development, email marketing, social media and creative design needs
- Manage social media channels with innovative content using established social media plan and calendar; monitor social media analytics and key performance indicators to improve/optimize online presence
- In coordination with Fundraising Manager assist with agenda setting, logistics, and minutes for Development & Marketing Committee meetings
- Coordinate Board Member involvement, including annual Board agreements, Board elections during the Annual Meeting, on boarding and off boarding of Board members in collaboration with Executive Director. Maintain Board list and Board book to include any new Board members and those Board members who have ended their term. Coordinate with Board president and secretary as needed.
- Plan and execute Board meetings, including gathering agenda content from Committee chairs and working with FRCA Assistant to create agenda and Board packet
- Manage general organization email, responding and forwarding as appropriate
- With support from internal staff, maintain and update communication contact lists to ensure appropriate audiences are being reached
- Maintain website using Wordpress and monitor analytics
- Work with member organizations to ensure consistency of FRCA branding across network, collect stories and share social media posts
- Measure, report, and adjust communications activities based on outcomes

Supporting Functions

- Assist in developing and ensuring consistency in talking points and messaging to the general public
- Support communications for all fundraising/giving campaigns (e.g., Colorado Gives Day, annual appeal, supporter events)
- Provide ongoing support across the organization with content creation, including storytelling, script writing and editing
- Perform other project coordination, support, management, or administrative duties as assigned

General Tasks and Responsibilities

- Actively participate in FRCA meetings in a positive, problem solving manner

- Maintain professionalism in line with FRCA policies and standards
- Participate in sub-committees and workgroups as needed
- Represent FRCA and Member Centers in meetings that promote visibility and credibility of FRCA and Member Centers
- Maintain high level of confidentiality as it relates to the agency and all records/documents
- Ability to work flexible hours when needed, including occasional planned overnight travel within the state
- Assist in development of Association-level programmatic reports to key stakeholders, including funders
- Develop and monitor regular outcome and evaluation measures for project goals

Nothing in this job description restricts management's right to assign or reassign duties and responsibilities to this job at any time.

To perform this assignment successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required.

Qualifications

- At least three years of experience in traditional communications, digital creation and online campaigns
- Experience managing multiple social media platforms with high engagement
- Experience with Hootsuite or similar platform
- Experience with graphic design tools such as Canva, Adobe Illustrator, Adobe Photoshop, etc.
- Experience with Constant Contact or similar platform
- Experience with WordPress
- Experience in developing communications plans and strategies to deliver on organizational objectives
- Demonstrated project management experience

Relevant work samples will be requested.

Competencies

- Ability to meet tight deadlines and manage multiple projects simultaneously
- Ability to be creative with marketing and advertising on a minimal budget
- Excellent written and verbal communication skills
- Excellent customer service skills
- Conscientious, organized, very detail-oriented, and results-driven
- Strong working knowledge of Zoom Pro, Eventbrite, Google Suite, and Microsoft Office, including Word, Excel, Outlook, and Power Point.

- Solution-oriented problem-solver
- Ability to work independently, manage multiple tasks and projects, and to assess and change priorities based on agency needs
- Strong skills working with ad hoc and formal teams to accomplish positive results

Other Information

- Successful applicant will be asked to authorize a DMV record and other background checks before employment is approved.

Work Schedule and Compensation

- This position is full time, 40 hours per week, exempt, salaried.
- Salary Range: \$49,500 - \$53,000 depending on experience.
- This position has some flexibility for partial telecommuting.
- FRCA's core hours of operation are Monday through Friday 9:00am to 4:00pm. Schedule options might include 8:00am-4:00pm or 9:00am-5:00pm. Occasional weekend/evening hours are required.
- FRCA offers a generous benefits package, including health and dental insurance, short term disability insurance, generous vacation and sick leave, a retirement plan and self-care reimbursement.

Application Process

FRCA is dedicated to diversity and strongly encourages all interested, qualified candidates to apply.

To apply, **please submit the following to info@cofamilycenters.org with "Communications Manager" in the subject line:**

- **Cover letter addressing how your specific employment experience fits this position**
- **Resume**

Candidates that move forward in the process will be asked to provide three (3) professional references.

This posting will close once a suitable pool is identified or when the position is filled. Applicants are encouraged to apply promptly.