

**Community Foundation for Southern Arizona
Tucson, Arizona**

JOB DESCRIPTION

“The Community Foundation for Southern Arizona is looking for a Communications Manager to support increased brand awareness and affinity. The position is responsible for the management and execution of CFSA’s annual marketing and communications plan, including paid advertising, earned media, digital marketing, and printed collateral. Hiring range for this position is \$42,000 to \$45,000 based on qualifications and experience. Please submit resume and cover letter to hr@focushr.net by June 29, 2020.”

| | |
|--|---|
| Position | Communications Manager |
| Department | Philanthropic Services |
| FLSA Status | Full Time, Exempt |
| Reports To | Senior Director of Philanthropic Services |
| Organization Profile | CFSA was founded in 1980 and is a leading organization in Southern Arizona for effective philanthropy and the primary knowledge center and strategic resource for donors and the nonprofit community in the region |
| Position Purpose & Overview | The Communications Manager reports to the Senior Director of Philanthropic Services and is responsible for the implementation of CFSA’s marketing and communications plan, including paid advertising, earned media coverage, digital marketing, printed marketing materials, and public relations. The position will also have an active role in, and provide support to, CFSA’s Donor and Community Engagement Committee. |
| Duties & Responsibilities | <ul style="list-style-type: none"> • Manage and execute CFSA’s annual strategic marketing and communications plan. • Develop and implement a digital marketing strategy (including social media, e-newsletters, and website) to increase brand awareness and trust. • With Senior Director of Philanthropic Services and Development Manager, create and implement a strategic communications and engagement plan for current and potential donors, community partners, and other key stakeholder groups to increase awareness of current gift opportunities with CFSA. • With Senior Director of Gift Planning, develop and implement a strategic communications and engagement strategy for legacy donors, professional advisors, and other stakeholder groups to increase awareness of deferred gift opportunities. • With Director of Community Investments, create and implement communications plan to increase awareness of and funding to CFSA Impact Strategies • Develop and implement a paid advertising strategy to meet CFSA’s strategic goals and objectives. Work with local media outlets and negotiates media buys for TV, radio, print, and online advertising. • Provide marketing and event planning support to CFSA’s Community Investments Department as needed, including grant round announcements, press releases, grant award ceremonies, website updates, and print materials. • Work with Development Manager and Philanthropic Services Coordinator to plan and implement signature CFSA events, including CFSA’s Annual Event, Holiday Party, Legacy Donor recognition events, former trustee event, and educational events. • With Senior Director of Philanthropic Services, develop and monitors key performance indicators including social media metrics and website analytics. |

| | |
|------------------------------|---|
| | <ul style="list-style-type: none"> • Coordinate press coverage and internal promotion of major grant and gift announcements. • Write and distribute press releases to increase earned media placement and CFSA brand awareness. • Develop relationships with local news media. • With Senior Director of Philanthropic Services, manage CFSA's response to media inquiries and public relations issues affecting CFSA. • Cultivate and create content for core CFSA communications including the annual report, print newsletters, e-newsletters, and advertisements. • In partnership with CFSA's Development Manager, write and edit content for CFSA's annual report, select photography, suggest and approve design by in-house or freelance designers, manage production and mailing with printer. • Provide support to the Donor and Community Relations Committee including managing the ongoing involvement of its members to meet CFSA's strategic objectives. • Oversee CFSA's brand guidelines and ensure compliance by staff, vendors, and outside agencies. • Project management and tracking of multiple projects, including tracking, analyzing, reporting on key marketing metrics for the Foundation. • Ensure affiliates and supporting organizations recognize CFSA in line with approved policy. • Other duties as assigned. |
| <p>Qualifications</p> | <ul style="list-style-type: none"> • Four-year degree and minimum of four years of professional experience in marketing, communications, public relations, or related field. • Excellent interpersonal skills with a willingness and ability to work cooperatively with others both inside and outside the organization • Project a professional image and customer service-oriented approach at all times, in person, via email, and on the phone. • Experience working with committees, donors, and nonprofit organizations. • Proven ability to establish metrics and monitoring systems. • Attention to detail and high level of accuracy • Analytical and problem-solving skills • Ability to be self-directed and anticipate organization needs • Excellent organizational and time management skills, including the ability to prioritize tasks • Ability to maintain confidentiality • Experience with large scale event planning and implementation. • Experience with the development and implementation of digital marketing strategy and understanding of SEO, SEM, and social media best practices. • Experience with the development of customer-focused marketing and advertising strategies • Experience with website content development and execution using WordPress • Understanding of and practice with principles and practices of sound business communication • Superior communication skills, including spelling, grammar and punctuation. • High level of computer proficiency (Windows environment) • Ability to create and edit using Adobe InDesign, Photoshop or other similar programs. • A team player who can successfully work with other departments and act as liaison as needed • Commitment to creating an inclusive atmosphere where differences are |

| | |
|---|--|
| | understood, valued and respected; an understanding and appreciation of the diversity found within southern Arizona including the ability to work with all individuals regardless of race, color, gender, sexual orientation, sexual identity, age, religion, marital status, disability, national origin and military status. |
| Ancillary/Preferred Skills | <ul style="list-style-type: none"> • Fluency in Spanish a plus • Photography skills a plus |
| General | The above statements are intended to describe the general nature and level of work being performed by an employee assigned to this job. This is not intended to be an exhaustive list of all responsibilities, duties and skills required of personnel incumbent in this position. |
| Americans with Disability Specifications | <p><u>Physical Demands</u></p> <p>The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.</p> <p>While performing the duties of this job, the employee is occasionally required to stand; walk; sit; use hands to finger, handle, or feel objects, tools or controls; reach with hands and arms; climb stairs; balance; stoop, kneel, crouch or crawl; talk or hear; taste or smell. The employee must occasionally lift and/or move up to 25 pounds. Specific vision abilities required by the job include close vision, distance vision, color vision, peripheral vision, depth perception, and the ability to adjust focus.</p> <p><u>Work Environment</u></p> <ul style="list-style-type: none"> • Work environment characteristics described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. • While performing the duties of this job, the employee is usually not exposed to weather conditions prevalent at the time. • The noise level in the work environment is usually moderate. |
| Compensation | Hiring range is \$42,000 to \$45,000 based on qualifications and experience. |
| At Will Relationship | This document does not create an employment contract, implied or otherwise, other than an "at will" relationship which means that either you or CFSA may terminate the relationship at any time, with or without notice, and with or without cause. |
| Last Update | May 18, 2020 |