

<b>Position</b>	Communications Manager
<b>Department</b>	Marketing and Communications
<b>FLSA Status</b>	Full Time, Exempt
<b>Reports To</b>	Senior Director of Marketing and Communications
<b>Organization Profile</b>	<p>Founded in 1980, the Community Foundation for Southern Arizona has supported Southern Arizona with over \$215 million in grants and scholarships, stewarding the philanthropic legacy of our community's generous donors and increasing the breadth and depth of resources available to nonprofit organizations in our region.</p> <p>The impact we make is a collective one, with funds held by individuals, families, and businesses with unique interests, ideas, and passions. Our work touches every aspect of daily life, including animal welfare, arts and culture, community development, education, environment, health and human services, and more.</p> <p>In addition to the support provided to Southern Arizona nonprofits through donor-advised grants, designated grants, and competitive grantmaking, CFSA also partners with nonprofits through its Center for Healthy Nonprofits and offers beautiful and affordable office, meeting, and event space at its centrally located Community Foundation Campus.</p>
<b>Position Purpose &amp; Overview</b>	The Communications Manager reports to the Senior Director of Marketing and Communications and is responsible for the implementation and evaluation of CFSA's annual marketing and communications plan, digital marketing activities, printed marketing materials, and signature events.
<b>Duties &amp; Responsibilities</b>	<ul style="list-style-type: none"> <li>• With the Senior Director of Marketing and Communications, develop and implement an annual marketing plan that demonstrates CFSA's value and impact to current donors, potential donors, professional advisors, nonprofits, and the greater Southern Arizona community.</li> <li>• Develop and implement timelines and workflows to ensure that all scheduled messaging and activities on CFSA's communications calendar are executed in a timely, coordinated, and strategic manner.</li> <li>• Ensure all CFSA marketing materials (print and digital) are current and accurate.</li> <li>• Develop, implement, and evaluate a digital marketing strategy to increase CFSA's digital footprint and status.</li> <li>• Coordinate press coverage and promotion of key announcements and activities (new initiatives, significant donor stories, community impact, etc.).</li> <li>• Write and distribute press releases to increase earned media placement and CFSA brand awareness.</li> <li>• Monitor and analyze key marketing performance indicators to track ROI and improve messaging effectiveness.</li> <li>• Cultivate and create content for core CFSA communications including the annual report, quarterly print newsletters, and monthly e-newsletters.</li> <li>• Provide detailed project management for the creation of CFSA's annual report. Develop engaging content, select and optimize photography, create necessary graphics, work with departments to obtain necessary data and lists, coordinate the creation process with the outside designer, and manage the production schedule and bulk mailing process with the printer.</li> <li>• Ensure compliance with brand guidelines by staff, vendors, grant recipients, and outside agencies.</li> </ul>

	<ul style="list-style-type: none"> <li>• Provide detailed project management, logistical, and tactical support for CFSA's signature events, including CFSA's Annual Event, Holiday Party, and Legacy Donor Luncheon. Serve as the primary point of contact for event vendors.</li> <li>• Provide support in the planning and implementation of other key events (trustee events, civic leadership events, etc.).</li> <li>• Provide marketing and event planning support to CFSA's: <ul style="list-style-type: none"> <li>○ Philanthropy Department (e.g., monthly e-newsletters, donor education events, donor stewardship events, professional advisor events, website updates, and print materials).</li> <li>○ Community Investments Department (e.g., grant round/award/scholarship announcements, press releases, events, impact reports, website updates, and print materials).</li> <li>○ Initiatives (African American Legacy Fund, Center for Healthy Nonprofits, Community Foundation Campus, LGBTQ+ Alliance Fund, Nonprofit Solar Project, and Pima Alliance for Animal Welfare).</li> </ul> </li> <li>• Perform other duties as assigned.</li> </ul>
<b>Experience</b>	<ul style="list-style-type: none"> <li>• Four-year degree or equivalent and a minimum of three years of professional experience in marketing and communications.</li> <li>• Experience developing, implementing, and evaluating traditional and digital communications plans.</li> <li>• Experience managing multi-channel marketing campaigns.</li> <li>• Experience planning and implementing complex events.</li> <li>• Experience with website content development and execution using WordPress or similar.</li> <li>• Experience developing and implementing a digital marketing strategy, including experience with search engine optimization (SEO), search engine marketing (SEM), content marketing, social media marketing, mobile marketing, email marketing, and audience segmentation.</li> <li>• Experience developing customer-focused marketing and advertising strategies.</li> <li>• Experience creating compelling graphics in alignment with brand standards.</li> </ul>
<b>Knowledge, Skills, and Abilities</b>	<ul style="list-style-type: none"> <li>• Excellent interpersonal skills with a willingness and ability to work cooperatively with others both inside and outside the organization.</li> <li>• Ability to maintain confidentiality.</li> <li>• Ability to project a professional image and customer service-oriented approach at all times in person, via email, and on the phone.</li> <li>• Attention to detail and a high level of accuracy.</li> <li>• Self-directed, solution-oriented, and forward-thinking to anticipate organizational needs.</li> <li>• Excellent organizational and project management skills, including the ability to prioritize tasks.</li> <li>• Superior writing skills, including spelling, grammar, and punctuation.</li> <li>• Knowledge of SEO, SEM, content marketing, mobile marketing, email marketing, and social media marketing best practices.</li> <li>• High level of computer proficiency (Windows environment).</li> <li>• Commitment to measurement and continuous process improvement.</li> <li>• 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.</li> </ul>
<b>Preferred Experience, Skills, and Abilities</b>	<ul style="list-style-type: none"> <li>• Experience working in philanthropy or the nonprofit sector.</li> <li>• Experience with data analysis and data visualization.</li> <li>• Experience with Adobe Creative Cloud applications.</li> <li>• Photography and video skills.</li> <li>• Bilingual (Spanish speaking).</li> </ul>

<p><b>General</b></p>	<p>We know there are great candidates who will not fit everything we have described above or who have important skills we have not considered. If that's you, do not hesitate to apply and tell us about yourself.</p> <p>The above statements are intended to describe the general nature and level of work 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.</p>
<p><b>Americans with Disability Specifications</b></p>	<p><u>Physical Demands</u> 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"> <li>• 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.</li> <li>• While performing the duties of this job, the employee is usually not exposed to weather conditions prevalent at the time.</li> <li>• The noise level in the work environment is usually moderate.</li> </ul>
<p><b>Compensation</b></p>	<p>The hiring range for this position is \$45,000 to \$52,000, commensurate with experience.</p> <p>The Community Foundation for Southern Arizona offers an outstanding total rewards package to meet employees' health and wellness needs, promote professional development and career growth opportunities, recognize performance, and provide retirement resources.</p> <p>CFSA offers full-time employees:</p> <ul style="list-style-type: none"> <li>• 401(k) retirement plan with employer match. Eligible after 90 days with full vesting, with CFSA contributing 4% of salary immediately and matching up to 4% more after one year of employment, for a total potential match of up to 8%.</li> <li>• Health insurance: CFSA covers 80% of the employee premium and 50% of all dependent coverage costs under the base plan.</li> <li>• Dental and vision insurance: CFSA covers 90% of the employee premium.</li> <li>• Life, accident, death, and disability insurance: CFSA covers 90% of the employee premium.</li> <li>• Long-term disability insurance: CFSA covers 90% of the employee premium.</li> <li>• Nine paid holidays and twenty days of paid time off in year one.</li> <li>• Paid family leave.</li> <li>• Beautiful, modern, art-filled campus, and other amenities.</li> <li>• A flexible work environment that supports a healthy work/life balance and hybrid work options.</li> </ul>
<p><b>To Apply</b></p>	<p>Please email your cover letter, resume, and two writing samples (200-500 words) to <a href="mailto:tmckinney@cfsaz.org">tmckinney@cfsaz.org</a>. Application review will begin on July 5, 2022.</p>