Greater Green Bay Community Foundation  
Job Description  

JOB TITLE: Communications Program Officer  
Reports to: Vice President of Donor Engagement & Strategic Communications  

Position Summary:  
The Communications Program Officer supports both the Greater Green Bay Community Foundation, GGBCF (.50) and the Women’s Fund of Greater Green Bay, WF (.50).  

Working across all departments, creates and executes the communication, public relations and event plans for GGBCF and WF. Builds awareness, manages and advances the brands and enhances strategic positioning. Responsible for communications, brand management, impact storytelling, public relations and event execution to engage current and potential donors, nonprofit leaders, board of directors, community leaders and the community at large.  

Serves as the main contact for the Women’s Fund Advisory Board, current and prospective donors, sponsors and committees. Partners with the Vice President of Donor Engagement & Strategic Communications and Women’s Fund President to steward donors, develop communications and execute events for the Fund.  

Core Duties and Responsibilities  

1. Creates and executes communication, public relations and event plans to build awareness, manage and advance GGBCF’s and WF’s brands and enhance strategic positioning.  
2. Leads the development and execution of social media, e-newsletters, press releases, print communications, blogs and web content in support of the communication, public relations and event strategies.  
3. Creates and manages the execution of impact stories, case studies, surveys, and marketing collateral.  
4. Prepares and communicates donor co-investment opportunities, such as local granting and capital campaign.  
5. Develops resources to engage current and potential donors, professional advisors, nonprofits and grant recipients.  
6. Develops annual reports in coordination with the GGBCF Leadership Team and WF communications committee, as appropriate.  
7. Manages marketing and communications agency and vendor relationships to include RFPs, vendor selection, project direction and budget management.  
8. Captures and reports marketing analytics and other impact measurements.  

Additional Women’s Fund Duties and Responsibilities  

1. Serves as the main contact for the Women’s Fund Advisory Board, current and prospective donors, sponsors and committees.  
2. Cultivates relationships with and provides support for current and prospective Advisory Board members, Executive Committee, Officers and Emeritus.  
3. Assists in planning, documentation, communication and execution of initiatives for the communication, fund development, education and nominations and events committee.  
4. In support of fund development initiatives, stewards current and potential donors.  
5. Represents the Women’s Fund at both Women’s Fund and community events, as requested by Vice President of Donor Engagement & Strategic Communications and Women’s Fund Board Chair.  
6. Leads Advisory Board and Executive Team agenda creation, board follow-up, correspondence and problem resolution efforts.
Work Relationship and Scope

Reports to the Vice President of Donor Engagement & Strategic Communications with additional oversight from the Women’s Fund President. Works with the entire team, board committees and task forces to develop and implement the communication tactics for both the Greater Green Bay Community Foundation and Women’s Fund of Greater Green Bay.

Measures of Performance:

Executes the communication, public relations and event plans meeting the tactical requirements for the Greater Green Bay Community Foundation and the Women’s Fund of Greater Green Bay. Develops excellent working relationships with employees, board, committee members, donors, nonprofits and community members.

Knowledge, Skills and Abilities Required:

- Four Year Degree or Technical Degree with related marketing and communications experience
- Five or more years of communications and social media strategy and execution experience is required
- Comfortable and successful working with diverse groups of people
- Business acumen with strong organizational, time management and project management skills
- Excellent listening, verbal and written communication skills
- Knowledge of databases, Microsoft Word, Excel, PowerPoint, Microsoft Publisher, Adobe Photoshop, email and survey tools, and social media channels

Work Conditions:

Work is performed largely in the City of Green Bay however the Foundation service area includes Brown, Oconto and Kewaunee Counties. Meetings are held throughout our service area and statewide. Some travel may include national conferences. This is an Exempt Position that works with highly confidential information.

General:

This job description describes the general nature and level of work performed by employees assigned to this position. “Core duties and responsibilities” describe those functions considered essential to the performance of the job. This description does not state or imply that these are the only duties and responsibilities assigned to the job. Employees may be required to perform other job-related duties. All requirements are subject to change over time at the discretion of President and to possible modification to reasonably accommodate individuals with a disability.

Employee Acknowledgement:

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Employee Name