

Position title: **Public Relations & Communications Manager**

Reports to: Vice President of Donor Relations & Strategic Communications

The Public Relations & Communications Manager works collaboratively across all departments, and with board committees, to create and execute the Foundation's public relations and communications plan. This includes strategic positioning to increase awareness of the Foundation as well as oversight and implementation of the brand across all communications channels.

This role is responsible for communicating the Foundation's impact by translating our programs and investments into compelling narratives. Additional responsibilities include content driven projects that engage the broader community in our work.

### **Principle Duties and Responsibilities**

#### **Public relations and communications:**

1. Create and execute public relations and communications plans to build awareness, coordinate, and advance the Foundation's work.
2. Research, create, and disseminate written and visual content for social media, website, e-newsletters, press releases, and print communications according to brand guidelines.
3. Work closely with staff, nonprofits, community members, and other stakeholders to develop impact stories, case studies, surveys, and marketing collateral.
4. Develop the Foundation's annual report in coordination with the GGBCF leadership team and staff.
5. Manage marketing and communications agency of record and vendor relationships to include but not limited to requests for proposals, vendor selection, project direction, and budget management.
6. Capture and report marketing analytics and other impact measurements related to the Foundation's brand equity and communications.
7. Proofread and coordinate production of external communications and collateral.
8. Development and communication of other strategic initiatives as assigned.

#### **Media relations:**

1. Develop and maintain strong working relationships with local print, radio, television, and other media partners.
2. Pitch television, radio, print, and online media and secure placement.
3. Draft press releases and media alerts, and coordinate interviews and other public appearances for the Foundation.

#### **Electronic and social media:**

1. Manage written and visual content for all web platforms to advance the Foundation's communications including website, community-wide data hub, and social media channels.
2. Maintain Foundation website.

**Work relationship and scope:**

Reports to the Vice President of Donor Relations & Strategic Communication. Works with staff, volunteers, board committees, community leaders, funders, nonprofits, and service providers to design, develop, and execute strategies important to the Foundation's work.

**Measures of performance:**

Ability to meet performance measures and organizational goals as agreed upon with of the VP of Donor Relations and Strategic Communication. Evaluation by the VP on performance, including effective communications, projects, and task goals along with the development of working relationships with community partners, stakeholders, and staff.

**Knowledge, skills, and abilities required:**

- Four-year degree, technical degree, or related marketing and communications experience.
- 3-5 years' experience in public relations, communications, and social media strategy is required.
- Brand management experience, including writing in a brand tone and voice and creating visual materials from brand guidelines.
- Experience in creating and overseeing website, social media, and other online content.
- Experience in researching and developing impact stories.
- Excellent relationship building, listening, verbal, and written communication skills.
- Ability to work independently and comfortable in team environment with diverse groups of people.
- Demonstrates strong organizational and project management skills.
- Deep knowledge of social media channels, online communications tools (emails and surveys), WordPress content editing, and graphic design platforms. Knowledge and experience working with databases, Microsoft Office Suite, and Adobe Photoshop.
- Knowledge of nonprofit community is a plus.

**Our commitment:**

Central to our purpose as a community foundation, we are committed to fostering an inclusive environment of diverse thought, perspectives, and individuals.

**Work conditions:**

Work is performed largely in the city of Green Bay; however, the Foundation supports Brown, Oconto, and Kewaunee counties. Meetings are held county- and state-wide. May involve some travel to other states for conferences.

**Compensation:**

This is a full-time, exempt position. Salary range is between \$50,000-\$60,000 based on experience with a flexible benefits plan.

**To apply:**

Please submit resume and cover letter to Annie Dart [anniedart@ggbcf.org](mailto:anniedart@ggbcf.org) by April 29, 2022.