

## POSITION DESCRIPTION

<b>TITLE:</b>	<b>Community Relations Manager</b>	<b>DATE:</b> February 1, 2010
<b>REPORTS TO:</b>	<b>Development Director</b>	
<b>SUPERVISES:</b>	<b>Volunteers involved in outreach activities, Interns</b>	
<b>FLSA Status:</b>	<b>Exempt</b>	

### POSITION SUMMARY:

Responsible for building a compelling image of the WCA, its services, and mission in the community. Responsible for maintaining the WCA brand. Coordinates and maintains comprehensive plans to increase awareness, fund development and event successes. Assists in developing, implementing and managing corporate fundraising and associated marketing and public relation activities. Works closely with the development team and Executive Director, Board of Directors, department directors, managers and Board committees.

<i>Importance</i>	<b>Essential Job Functions:</b>	<b>% of Time</b>
<b>1</b>	<p><b>Strategic Communications</b> – In partnership with the Development Team, develops and implements strategic communications and public relations practices and develops messaging to be used by the organization. Coordinates with WCA staff to collect compelling, mission-oriented stories and data to bolster messaging. Stays abreast of communication trending and develops appropriate strategies to use them. Writes and produces print and e-solicitation campaigns, assists in the development of strategy. Actively advocates and supports the WCA mission, vision, and long-term strategic plans and goals. Provides creative support for WCA events, including video scripting, event speeches, messaging, strategy, and collateral design. Maintains agency communications calendar.</p>	<b>30%</b>
<b>2</b>	<p><b>Outreach</b> - Implementation of strategic communications and WCA's mission and long-term goals as it relates to the organization's relationship with the community.  <i>Awareness Raising:</i> Responsible for the WCA's awareness-raising activities in the community, including specific events, tabling, advertising, materials distribution. Oversees annual Sexual Assault and Domestic Violence Awareness Campaigns in partnership with community groups. Represents WCA and develops partnerships with community organizations. Partners with WCA staff and volunteers to create and maintain informational materials. Oversees media relationships, writes press releases. Oversees design and printing of collateral. Oversees maintenance, design and use of WCA website. Oversees multiple communication channels, including social media accounts. Writes monthly newsletter.  <i>Corporate Sponsorship:</i> Recruits and develops business partnerships to support the WCA's programs and increase outreach in the community. Maintains the Corporate Pillars program and ensures ongoing partnership with Corporate Pillar participants. Oversees appropriate recognition of corporate partners. Coordinates with other WCA staff as needed for implementation of outreach.</p>	<b>70%</b>

### **MINIMUM QUALIFICATIONS:**

1. Proven ability to effectively communicate in a compelling way using multiple channels.
2. Proven project management experience and ability to demonstrate project management skills.
3. Builds sustainable relationships and communicates effectively with community leaders, clients, members, donors, volunteers, the general public, staff and the Board of Directors.
4. Proven written and verbal communication skills (online communication, press releases, newsletter copywriting, public speaking, script writing).
5. Ability to multi-task and work under little supervision.
6. Ability to adapt to changing situations and willingness to learn new skills, especially self-directed.
7. Ability to think strategically and creatively about effective messaging to support the organization's image and long-term goals.
8. Ability to professionally represent the WCA to the community, staff, media, Board and others.
9. Working knowledge and proven experience in building effective relations with media channels that result in positive press for the WCA.
10. Extensive knowledge and experience with MS Office (Including: Word, Excel).
11. Experience in professional use of social media, including Facebook and Twitter, and online communication, including email campaigns and website communications.
12. Knowledge of Adobe CS2 graphics design software helpful.
13. Knowledge about professional print and design practices helpful.
14. Knowledge of e-Tapestry helpful.

### **PHYSICAL REQUIREMENTS:**

1. Occasionally lifts up to 30 lbs.
2. Approximately 60% of time is spent sitting at a desk or workstation.
3. Approximately 40% is spent attending meetings, seminars, conferences, etc.
4. Occasional out-of-state travel.
5. Frequent repetitive use of hands in keyboarding and operation of standard office equipment.

### **WORKING CONDITIONS / ENVIRONMENT:**

75% of time is spent indoors in temperature-controlled environment. 25% of time is spent off-site and may include holidays and/or time outside regular business hours.

### **TOOLS AND EQUIPMENT:**

Equipment used includes computer software such as Outlook, MS Office for creating documents/spreadsheets, Adobe CS2; fax and copy machines, and other general office equipment. Should possess a valid driver's license necessary to attend off-site meetings, conferences, events as well as visiting various WCA properties.

### **ORGANIZATIONAL STRUCTURE:**

(See current organizational chart)