

## **Charlottesville Area Community Foundation**

### **Job Description**

#### **Marketing and Communications Manager**

Reporting to the Director of Advancement, the Marketing and Communications Manager is responsible for advancing the Community Foundation's mission and message to audiences in the Charlottesville area. S/he has primary responsibility for developing and implementing a strategic communications plan that engages, informs and attracts donors, nonprofits and other key stakeholders in the region. S/he ensures robust internal and external communications, manages all social and digital media, and oversees development of key publications. The Marketing and Communications Manager works closely with the senior leadership to ensure consistency of the Foundation's message and brand across all platforms.

Specific responsibilities include:

- Develop and implement comprehensive strategic marketing and communications plans for the Foundation
- Prepare and deliver high-quality marketing collateral and stakeholder communications including print, electronic and social media
- Oversee Foundation brand management and guidelines, as well as proactive and reactive public and media relations
- Develop internal talking points and key messages; coach and prepare Team and Board members as needed
- Manage all social media; develop and implement tailored strategies to grow audiences
- Oversee website redevelopment and manage content and updates
- Prepare and oversee development of key publications, including Annual Reports and newsletters
- Manage relationships with external agencies and suppliers in relation to marketing and communications

Highly desired skills and experience:

- Expertise in social media technology and use, including:
  - Create and maintain a content strategy
  - Increase reach and engagement through content and advertising
  - Create and launch ad campaigns
  - Increase lead generation
  - Optimize campaigns, familiar with keyword research, ad copy creation and targeting
  - Read and analyze analytics; Determine ROI
- Search Engine Optimization
- Videography
- Photography and use of DSL-R cameras
- Strong and compelling story-telling
- Excellent written and verbal communications

### Person specification

The Marketing and Communications Manager is passionate and knowledgeable about the Charlottesville region. S/he is highly skilled in digital media and understands the technology, algorithms, and strategies to grow audiences, advance awareness, and build the organizational brand. S/he is creative and collaborative. S/he is an excellent listener, has strong interpersonal skills, and can communicate clearly and effectively with diverse stakeholders. S/he has strong organizational skills, is detail-oriented, can multi-task, and can work comfortably to deadlines. S/he has strong values around equity, diversity and inclusion and is committed to ensuring all Foundation communications align with these values. S/he can work independently, but s/he also works compatibly with others and has strong oral and written communication skills. S/he possesses a high degree of personal and professional integrity and 3-5 years of relevant marketing and communications experience.

The Charlottesville Area Community Foundation (CACF) is a thriving community grantmaker—“an engine for positive change”—committed to improving the quality of life for people in Charlottesville, Virginia and the surrounding region. Established in 1967, the Foundation continues its over 50-year legacy of serving the region with a focus on impactful and innovative solutions that lead to inclusive and equitable communities. As a Foundation, we aspire to see a thriving region that works for everyone.

**How to apply:** Qualified applicants should submit a resume and a cover letter describing candidate qualifications and relevant experience with contact information to: Nareen Scott at [nscott@cacfonline.org](mailto:nscott@cacfonline.org) Please send as one document. Application deadline is May 3, 2019.

*The Community Foundation is an equal employment opportunity employer. All employment decisions are based on merit and business needs, not on race, color, citizenship status, national origin, ancestry, gender, sexual orientation, age, weight, religion, creed, physical or mental disability, marital status, veteran status, political affiliation, or any other factor protected by law.*