



Job Title: Director of Communications

Overtime Status: Exempt Full Time Part Time

Class: Sedentary Light Medium Heavy Very Heavy

REQUIREMENTS:

- A. **Education Level:** Bachelor's degree required
- B. **Experience Required:** Marketing, communication and social media strategy development and implementation. Business writing, grammar and storytelling skills. Vendor and project management. Non-Profit management and understanding of fundraising best practices a plus. Must be organized, deadline driven, have a good sense of design, and excellent communication skills. General office experience must include proficiency in Microsoft Office and Adobe products.
- C. **Other Requirements:** Regular, dependable attendance is an essential function of this position.

REPORTS TO: President

RECEIVES GUIDANCE FROM: Director's Team and Marketing Committee

SUPERVISES: Part-time and contract employees as appropriate.

ESSENTIAL FUNCTIONS:

NOTE: This is a generalized job description. Specific duties and responsibilities may vary. Applicants should be made aware of the specific functions of the position prior to employment.

1. Responsible for developing and implementing all communication and marketing strategies of the organization.

- o In partnership with the board of directors, develop annual communication plans and strategies, including budgets, benchmarks and goals.
 - o Develop work plans and action steps to achieve strategic objectives.
 - o Manage brand identity and integrity through all communications of the Foundation
 - o Prepare regular progress reports to staff and board.
 - o Develop and implement a communication plan with LPS communications team.
2. Responsible for the creation and publication of all marketing and communication materials.
- o Write and curate electronic and printed content for acknowledgements, newsletters, fundraising appeals, campaign materials, email communications, website, social media and other communication tools that support donor engagement and general public awareness.
 - o Develop and oversee messaging and materials for all Foundation projects, campaigns and programs as needed.
 - o Oversee and approve the production and design of all printed, video and electronic materials.
 - o Oversee marketing email platform and train staff for consistent use.
 - o Manage vendor relationships, designs, and deadlines.
3. Manage all social media strategies of the organization.
- o Develop multi-channel outreach strategies using curated and original content from key stakeholder and national perspectives.
 - o Ensure the consistent production of fresh content across platforms.
 - o Develop, curate and implement the content management and annual production calendar to support the fundraising and outreach goals of the Foundation.
4. Working with a team, create special events that aligns with communication and fund development strategies.
- o Work with the board of directors and Foundation staff to plan and design high performing special events. Current events include the Inspire Awards, Spread the Love Events, Honor Roll Society Events, and Foundation Coffee's.

- o Responsible for participant experience, theme and alignment with the Foundation's communication strategy.
5. Guide and support the activities of the Marketing committees of the Board
 - o Support the chair of the committee through regular communication on status and emerging issues.
 - o Organize agendas, record minutes and prepare packets for monthly meetings.
 - o Meet regularly with committee chairs to plan activities and review progress toward goals.
 - o Coordinate and distribute appropriate information and background to the committee.
 - o Provide information to other committees of the board as requested.
 - o Communicate meeting times and materials to staff for agency calendar and board coordination.
 6. Oversee and conduct audience survey and research projects including but not limited to LPS staff surveys, donor surveys, program perceptions and other data gathering activities.
 7. Other duties include but not limited to:
 - o Attend all board and executive committee meetings.
 - o Support special projects of the Foundation as needed.
 - o Serve as an ambassador to the community.
 - o Conduct annual employee reviews of direct reports.
 - o Assist in answering agency main phone line.
 - o Volunteer 8 hours/year in the LPS system.

WORKING CONDITIONS:

Work primarily in a climate controlled environment with minimal safety/health hazard potential. Sedentary, sitting, walking, occasional lifting (overhead, waist level) from floor, bending, frequent near vision use for reading and computer use. Some evening and weekend work is required.