

YOUTHLINK JOB DESCRIPTION: COMMUNICATIONS MANAGER

POSITION SUMMARY

The Communications Manager plays a critical role at YouthLink by creating and managing integrated PR and communications that bring our mission to life for our community and for the young people we serve. Working closely with the Director of Development, the Manager designs, implements and manages the process for creative strategies to engage new and returning donors and to share YouthLink's story through our website, social media, and other donor and community-focused media. This position is responsible for developing and implementing an integrated PR and communication strategy through audience identification and prioritization, message and content development, event promotion, and overseeing the use of digital and media channels, and evaluating the effectiveness of each use. This position supports YouthLink's development goals and communications strategy by helping to grow the annual fund through community awareness, engaging new and returning donors, and providing donor and community focused communications. Additionally this position is involved in internal communication, as needed.

ESSENTIAL FUNCTIONS

COMMUNICATIONS:

- Create, curate, and edit content for internal and external communications, including talking points, print media, press releases, promotional materials, signage, web, and social media.
- Act as a spokesperson for the organization and represent YouthLink at community functions and events as needed.
- With Director of Development, develop and implement social media, public relations, and communication plan, strategies, and tactics to reach and engage specific and strategic audiences for YouthLink to achieve its goals.
- Develop and oversee public relations strategies to ensure regular coverage of current topics, trends, and other newsworthy happenings.
- Cultivate relationships with the media including timely response, and requests for interviews.
- Measure and evaluate engagement with and results of communication campaigns.
- Work with YouthLink leadership and staff to integrate consistent communications throughout YouthLink programs.
- Partner with outside vendors on writing, design, editing, production, public relations, and mailings to meet goals and execute strategies.
- Photograph and video events and other subject matter in a manner that conveys strong visual storytelling and client confidentiality.
- Mature and manage company brand and reputation. Work with staff to ensure consistency of messaging and proper management of brand assets.
- Serve as a point of contact for YouthLink's communications efforts, including outside relationships with ad agencies, consultants, or other professional contracts.
- Serve as Webmaster, maintaining, updating and optimizing website as needed and/or acting as liaison between consultants and website projects/updates.
- Development and implement an aggressive social media growth strategy.
- Create and manage templates for marketing materials, including both digital and print graphics and templates for events, programs, reports, fundraising tools, and special projects.
- Respond to other organizational communication-related needs and duties not specified above.

AGENCY REPRESENTATION:

- Maintain professional boundaries with youth, co-workers, partners, and community.
- Ensure positive and professional representation of the agency in all interactions with youth, co-workers, partners, and community.
- Understand and apply Guiding Principles to work with clients, staff, and community and partner agencies.

OTHER FUNCTIONS

- Ensure best practices and agency standards through participation in team meetings, All-Agency meetings, and trainings.
- Other duties as assigned.

QUALIFICATIONS

EDUCATION/EXPERIENCE:

Bachelor's degree in a related field and 3-5 years of experience in public relations, communications, marketing, or a related field with clearly demonstrated experience in fundraising.

KNOWLEDGE, SKILLS, AND ABILITIES:

- Passionate about YouthLink's mission and vision.
- Experienced and comfortable making formal and informal presentations in a variety of settings.
- Able to demonstrate proficiency with social media, digital communication channels, and database management (e-mail content management, website management, constituent databases, etc).
- Demonstrated ability to build and maintain positive and productive working relationships.
- Outgoing, friendly, tactful, and professional.
- Able to think strategically and solve problems creatively.
- Able to work effectively as a member of a team and independently.
- Willing to incorporate agency philosophy into communications and marketing work.
- Proficient with Microsoft Office applications, e-mail and content management systems, and constituent databases (WordPress, Mail Chimp, Publisher, and DonorPerfect preferred).

ADDITIONAL REQUIREMENTS:

- Must have regular and ready access to reliable transportation for purposes including, but not limited to: attending and transporting youth to and from community meetings, events, and media engagements; transporting essential materials (including signs, posters, printed materials, equipment, and other necessary items) to and from events; traveling to and from offsite photo and video shoots.
- Must have a valid driver's license and insurance for any YouthLink-related operation of a motor vehicle.

COGNITIVE REQUIREMENTS

Language Skills	Very High	Able to respond to inquiries from media and the public, craft messages and copy for printed and online materials in consistent style
Mathematical Skills	Basic	Able to calculate rates, ratios, and percentages. Draw and interpret graphs.
Reasoning Skills	Very High	Able to define problems, collect data, establish facts, and draw valid conclusions, deal with abstract and concrete variables.
Computer Skills	Programs Required: Microsoft Word and Excel, Outlook, social media platforms, content management systems, database management.	

PHYSICAL REQUIREMENTS

Physical Function	Frequency		
	None	Occasionally	Regularly
Standing		✓	
Walking		✓	
Sitting		✓	
Using hands			✓
Reaching with hands and arms		✓	
Climbing or balancing	✓		
Stooping, kneeling, crouching, or crawling	✓		
Talking			✓
Hearing			✓
Tasting/smelling	✓		
Lifting (up to 30 lbs)		✓	
Vision	Able to see text and images on computer and in printed material, able to see color.		

Equal Employment Opportunity: YouthLink shall seek to ensure and provide equal opportunity for all persons seeking employment without regard to race, age, color, religion, gender, marital status, sexual orientation, military status, national origin, disability, or any other characteristic as established by law.