

Jeanne Geiger

CRISIS CENTER

Mission: To empower individuals and engage communities to end domestic violence.

Job Title: Communications Manager	Salary Classification: Salaried
Reports To: Director of Advancement	FLSA: Full-time – 40 hours
Supervises: n/a	
Location: Newburyport	Date: July 2019

Primary Responsibilities:

The Communications Manager is responsible for developing and executing a comprehensive communications strategy that promotes our services, attracts resources, and provides up to date information to our constituents.

Major Duties

Communications:

- Working with members of the Center’s key staff to ensure that internal and external marketing communications and messaging are consistent across all mediums.
- Develop and execute an organizational communications plan that identifies topics, writers, and a schedule for a production of content for bimonthly e-newsletters, the website, and social media.
- Work with members of the Center’s key staff to update the Center’s branding guidelines and effectively communicate those guidelines to the organization.
- Supervise all marketing and communication materials throughout the organization to guarantee all content is publication-ready.
- Create and maintain an editorial calendar and proactively pitch new stories.
- Secure coverage of the organization in national, industry-specific media and social media.
- Design and oversee an effective social media campaign.
- Secure the Center presentations at relevant industry events and higher ed institutions. Support CEO and senior leadership with communications strategy, tools and presentations.
- Monitor market trends, establish partnerships and build relationships with industry organizations, thought leaders and the philanthropic community.
- Research and draft articles.
- Provide writing and editing support to program staff to assist them in developing website content and articles.
- Respond to communication-related issues in timely manner.
- Attend monthly marketing committee meetings.

- Develop relevant content for website.

Knowledge/Skills/Experience Required:

- Minimum 2+ years of professional experience in communications and marketing, as well as public relations. Exceptional written, oral, editing and presentation skills and the ability to effectively interface with a variety of constituents, including senior management and staff.
- Well organized, self-motivated, self-reliant, dependable, and able to work in a team-oriented environment.
- Demonstrated ability to manage multiple tasks at a quick pace and follow through to completion.
- Proficiency with Microsoft Office applications (Word, Excel, PowerPoint, Outlook/Calendar)
- Commitment to social justice

Education Required:

- Bachelor's degree or equivalent experience in Communications, Marketing, Public Relations or another relevant field.

Mental Demands:

Reading	Verbal communication
Detailed work	Written communication, including strong command of grammar
Confidentiality	Multiple concurrent tasks
Problem Solving	

Physical Demands:

Sitting
Speaking
Listening
Heavy computer use

Special Work Conditions:

1. Occasional evening/weekend hours are required.
2. Occasional attendance at early morning/evening meetings and local travel are required.
3. Assist in the office with answering phones, door and other office duties as needed.