

## **Marketing and Communications Manager Community Foundation for Southern Arizona**

The Marketing and Communications Manager reports to the President and CEO of CFSA and is responsible for planning, development, and implementation of CFSA's marketing strategies, marketing communications, advertising, website, and public relations. The position will supervise the Event and Social Media Coordinator and be part of the CFSA management team. The position will also have an active role in, and provide support to, CFSA's Donor and Community Relations Committee.

### **Duties and Responsibilities**

- Directly manage Events & Social Media Coordinator.
- Develop, manage and implement an annual strategic marketing and communications plan for key stakeholder groups.
- Work with Foundation staff to create marketing and communication strategies for fund development and stewardship of donors, community partners, supporting organizations, programs and affiliates.
- Develop advertising campaign to meet strategic goal and objectives.
- Be marketing communication leader and communicate and monitor CFSA affiliates and Supporting Organizations in line with policies and board adopted agreements.
- Ensures Supporting Organizations recognize CFSA in line with approved policy.
- Manage public relations for the Foundation and serve as a liaison between the Foundation and the news media. Coordinate press for major grant and gift announcements. Write and distribute press releases, follow up with news media on story pitches and respond to media inquiries and public relations issues affecting the Foundation.
- Write and provide editorial direction and management for core Foundation communications including the annual report, print newsletter, e-newsletters and advertisements. Write and edit content for these vehicles, select photography, suggest and approve design by in-house or freelance designers, manage production and mailing oversight. Promote the use of marketing and development messages in all published pieces.
- Establish social media strategy and in coordination with Event and Social Media Coordinator, oversee content for all social media and the CFSA website.
- Oversee ongoing development and strategic direction for CFSA website.
- Provide support to the Donor and Community Relations Committee including managing the ongoing involvement of its members to meet strategic objectives.
- Oversee CFSA's brand guidelines and ensure compliance by staff, vendors or other outside agencies.
- Project management and tracking of multiple projects, including tracking and analyzing and reporting on key marketing metrics for the Foundation.
- Other duties as assigned.

### **Qualifications**

- Minimum of five years of professional experience in positions that include communications, marketing and public relations.
- Excellent interpersonal skills with a willingness and ability to work cooperatively with others both inside and outside the organization. Must project a professional image and customer service oriented approach at all times in person and on the phones to internal and external callers
- Experience working with committees, donors, nonprofit organizations and building consensus among various groups
- Attention to detail and high level of accuracy
- Analytical and problem-solving skills
- Ability to be self-directed and anticipate organization needs
- Excellent organizational and time management skills, including the ability to prioritize tasks
- Ability to maintain confidentiality
- Experience with the development of customer-focused marketing and advertising strategies
- Experience in public relations messaging and working with the media
- Experience with website content development and execution using Wordpress
- Oversee the development and execution of social media content and messaging to expand our network and visibility
- Understanding of and practice with principles and practices of sound business communication
- Superior communication skills, including spelling, grammar and punctuation.
- High level of computer proficiency (Windows environment)
- Ability to create and edit using Adobe InDesign, Photoshop or other similar programs.
- A team player who can successfully work with other departments and act as liaison as needed
- Fluency in Spanish a plus

Qualified candidates should submit their resume to [hr@focushr.net](mailto:hr@focushr.net) for consideration.