

## **Manager of Communications & Events**

### **Position Description**

The Community Foundation for Northern Virginia grows philanthropy to respond to critical need and seed innovation in the region. Comprised of donor advised funds, permanent funds, giving circles, and other charitable endowments, the Community Foundation connects donors to community, and helps meet community needs with community resources.

The Manager of Communications & Events will support the Vice President of Marketing & Events by managing processes related to the Community Foundation's digital communications and press releases and by supporting the Community Foundation's events. This position will report to the Vice President of Marketing & Events

## **Manager of Communications & Events**

### **Job Duties:**

#### **1. Digital Marketing & Communications**

- Develop the Community Foundation for Northern Virginia's Digital Marketing Strategy to align with the organization's overall strategic goals
- Create and implement digital campaigns that include photo and video elements to engage community members across a variety of platforms
- Maintain website and manage website content
- Manage the Community Foundation's social media presence and reach, including Twitter, LinkedIn, Facebook, Instagram, YouTube and Google+
- Manage and update the Community Foundation's blog
- Design and distribute the Community Foundation's Constant Contact e-mail blasts and newsletters
- Assess the Community Foundation's best use of the Google Adwords Account

#### **2. Press Management**

- Maintain media contact list
- Prepare and issue press releases (average one per month); follow-up phone and email communications to encourage press and media coverage and promotion of the Community Foundation, its news and events
- Develop creative impact stories about Community Foundation grantees, donors and community
- Maintain photo and video image files to facilitate print and digital media requests

#### **3. Community Events:**

- Assist the Vice President of Marketing & Events with the logistics for the Community Foundation's annual Gala
- Assist the Vice President of Marketing & Events to plan and prepare for the following events:
  - Shape of the Region Conference
  - Innovation Breakfast Series (2 per year)
  - Cocktails & Conversation (2 per year)
  - Holiday Party
- Support the Community Foundation staff members to prepare for giving circle events or local convenings as needed

#### **4. Administrative:**

- Maintain quarterly metrics on the Community Foundation's digital and print media placements for archival purposes
- Update FIMS – the Community Foundation's database - with lists from event attendance, the media, grantees and more
- Support Community Foundation staff as needed with their communications requests

#### **Qualifications:**

Office experience required, nonprofit setting preferred

- Background in Marketing, Communication, Non-profit Management or other related discipline
- Strong communication skills
- Creative and Flexible
- Familiarity with social networking sites desired
- Customer service oriented
- Proficient in Microsoft Suite Office, specifically Word, and Excel
- Organized, with an ability to prioritize time-sensitive assignments
- Interested in philanthropy and generally socially conscious individual
- Interested in working as part of a team

Job Type: Part-time, exempt status

**SALARY: \$26,000**

#### **TO APPLY:**

Please submit the following items to: [tara.nadel@cfnova.org](mailto:tara.nadel@cfnova.org)

- Your Resume
- Cover letter describing your relevant qualifications for this role and interest in the Community Foundation for Northern Virginia
- Samples of the following, if available: writing sample of an impact story or story of an event; social media campaign sample; communications/editorial plan developed for an event, initiative or issue.

*The Community Foundation for Northern Virginia is committed to building a community that works for everyone. We work to bring about a more equitable and inclusive prosperity that marries our economic strength with the full breadth of our diverse community. We are wholeheartedly devoted to our neediest neighbors and most vulnerable and marginalized populations, and work tirelessly to better meet their needs.*

*We are an Equal Opportunity Employer and provide equal employment opportunities to all employees and applicants for employment without regard to race, religion, sex, national origin, age, sexual orientation gender identity or expression, veteran status or disability. We encourage people from diverse backgrounds to apply.*