



## Position Available COMMUNICATIONS MANAGER

### **The Position**

The Communications Manager reports to the President & CEO and manages the development of all communications to support the organization, our programs, and fundraising across multiple channels.

We seek a strategic communicator who can help us tell our story, and who is likewise a well-organized project manager who can juggle multiple priorities in a small startup nonprofit with an ambitious agenda.

The Communications Manager role is part of our effort to establish a core staff with the complementary skills needed to achieve our mission. As a new startup, our team members are expected to take on a variety of tasks that might be distributed among different staff in a larger, more institution. We are proactively building a culture that supports the professional development and work/life balance of our staff members.

This is a full-time, exempt position. The position description below includes skills necessary for the role, but the job and priorities will be shaped by the person we feel is the best fit, and will evolve as the organization advances.

Our main office is in Beacon, New York (90 minutes north of New York City by commuter train). Additionally, we have a staff member located in a coworking space in Bridgeport, CT, and consultants spread across the U.S. While some preference will be given to candidates living in or close to New York City or the Hudson Valley, remote applicants will be seriously considered as long as they can meet the additional demands of virtual work and organization-funded travel associated with staff meetings.

Fund the People is an equal opportunity employer, and we are committed to equity and inclusion. We invite and strongly encourage people of color, women, LGBT, individuals to apply for this position.

## **Responsibilities**

- Work closely with the team (including Advisory Council as needed) to determine communications needs and opportunities.
- Create and implement a dynamic, integrated communications plan to support our objectives in a smart, realistic, cohesive way.
- Create strong, simple messaging for different audiences.
- Identify and manage media and other PR opportunities (such as op-eds/opinion pieces, speaking opportunities, etc.).
- Maintain and refresh branding.

## **Website management**

- Work with web developer/designer to shape architecture to amplify messages and speak directly to targeted audiences
- Support creation of interactive versions of Toolkit products
- Maintain and track data analytics

## **Maintain and engage stakeholder network**

- Influence the influencers
- Project manage implementation and maintenance of cloud-based constituent relations management (CRM) system.
- Lead in the design of constituent engagement plans and systems (segmenting lists, designing various online and other communications tactics for different segments, establishing new engagement opportunities for stakeholders).

## **Online / social media**

- Design strategy and manage implementation and content curation of current platforms and expand to new (in keeping with strategy)
- Email newsletters and campaigns
- Data analytics
- Manage slate of quarterly webinars

## **Content**

- Establish and manage editorial calendar
- Review, edit, and/or produce content and communications materials as needed (website content, informational materials, press releases, etc.)
- Leverage stakeholders to produce original content
- Maintain blog — editing, writing, curation of guest writers
- Select and manage webinar platform, including driving tech during online events
- Create or sharpen presentations such as PowerPoint slides
- Provide support in the drafting/editing of grant proposals and reports

## Qualities + Qualifications

- Passion for our mission of maximizing investment in the nonprofit workforce
- Commitment to equity and inclusion in building a strong nonprofit workforce
- Team player with skill in relationship-building and interpersonal communications
- Sharp storytelling skills with ability to adapt for different audiences
- Excellent writing, grammar and proofreading skills
- Ability to adapt and apply skills to new and changing scopes of work
- Must be an autonomous project manager, self-starter, entrepreneurial, imaginative, organized and capable of functioning independently and in teams
- Knowledge of and sensitivity to issues confronting nonprofits and foundations
- High emotional intelligence and strong leadership skills
- Have a point of view, but act as a consensus builder
- Savvy with digital business and productivity tools
- Applicants who are not located near one of our offices will need to demonstrate an interest, enthusiasm, and competency for working virtually.

## Compensation

Starting salary for this position is in the \$40,000 – \$50,000 range. Benefits include insurance that covers health, dental, dependents, life, & long-term disability. Additionally, we offer a flexible savings plan and retirement savings with a modest employer match. Community Partners is an equal opportunity employer. Employment is at-will. We also provide generous holidays and flex time. Moreover, working at Fund the People means you have access to robust professional development, skills-building, networking, and cross-function learning opportunities based on needs and interests identified by you and the organization. Given our virtual working environment, we are open to providing or contributing toward office equipment and co-working facility membership.

## To Apply

Please prepare a resume and a letter incorporating the answers to the questions below as a single .pdf document labelled with your name:

- Tell us about a person, institution or program that has made a difference in your development as a leader and why it was significant.
- Share with us the tale of two campaigns with goals you admired. One with a strategy that worked and one that failed. In your opinion, what key strategy decision(s) led to their success or failure?

Email application materials with “Communications Manager” and your name in the subject line to [work@fundthepeople.org](mailto:work@fundthepeople.org) by **Monday, March 13, 2017**. The letter should be addressed to the Selection Committee. We expect to make an offer to the finalist by the end of March with a start date in early to mid May.

Fund the People, a project of Community Partners, is an equal opportunity employer and strongly encourages applications from people of color, persons with disabilities, women, and LGBTQ applicants. This position description is available at [fundthepeople.org/work](http://fundthepeople.org/work).

## About Fund the People

There is a systemic, chronic deficit of support for the development and sustainability of nonprofit and social change professionals. Only 1% of foundation grant dollars go toward developing the staff at the recipient organizations, and nonprofits spend about 1% or less developing their staff - about 1/5 of what businesses spend on employee learning. This dearth of support leads to a serious lack of professional development; high stress, burnout, and turnover; external hiring rather than internal promotion. It has created a real bottleneck on the nonprofit leadership highway. Something has to change.

Fund the People is the national campaign to maximize investment in the nonprofit workforce. To accomplish this ambitious mission, our three-part strategy is to make the case, equip people for action, and build a movement for change.

- *Make the Case*: Research and educational programs that convincingly articulate why it is crucial -- and practical -- to invest in the nonprofit workforce;
- *Equip for Action*: Development of a robust toolkit and trainings to support organizations as they integrate talent-investment into their work; and
- *Build the Movement*: Advocacy, organizing, and communications to ensure that influential leaders and organizations become champions for investing in the nonprofit workforce.

Maximizing investment is not just about money; it means debunking harmful old myths and establishing new attitudes and practices that affirm the value and dignity of nonprofit work. To have this type of influence, we need communication staff who can help us reach the right audience at the right time with the right message.

No matter what social change work you are passionate about -- aging, arts, community development, community organizing, environment, education, economic justice, racial equity, social service, or youth development -- your work with Fund the People is primed to have a positive impact on the organizations and leaders working on these issues.

Fund the People launched in 2014 after several years of R&D. Our team currently includes two full-time staff and a cadre of consultants. We are supported by a diverse Advisory Council representing various constituencies with a stake in our work. We are a project of Community Partners, a Los Angeles-based 501c3 that provides robust fiscal sponsorship and back-end support.

We are supported by some of the most influential national and regional foundations in the United States, including American Express, Bush Foundation, Annie E. Casey Foundation, Robert Sterling Clark Foundation, Durfee Foundation, Ford Foundation, W.K. Kellogg Foundation, Kresge Foundation, and David and Lucile Packard Foundation.