



The YWCA is dedicated to eliminating racism, empowering women and promoting peace, justice, freedom and dignity for all.

Job Title	Communications Manager
Reports to	Chief Operating Officer
Supervises	Volunteers/Interns
Date Created	2/14/2011

Job Classification	Exempt
Job Type	Full-Time
Location	Administrative Offices
Date Updated	11/2018

**Job Summary:**

Manage YWCA Cass Clay marketing and communications including but not limited to: designing all agency materials, managing social media and the organization’s website, and representing YWCA in the community. As a member of the development team, the Communications Manager is also responsible for leading YWCA Signature Event, Chocolate Fantasy and Chili, too.

**Core Competencies:**

- |                 |                    |                 |
|-----------------|--------------------|-----------------|
| Safety/Security | Collaboration      | Creativity      |
| Empowerment     | Teamwork           | Detail Oriented |
| Inclusion       | Flexible/Adaptable | Communication   |
| Detail Oriented |                    |                 |

**Job Duties:**

**Marketing/ Public Relations**

- Lead development and design of YWCA materials including but not limited to: newsletter, direct mail appeals, annual report, brochures, flyers, press releases, invitations.
- Comply with and uphold National Branding Standards set by YWCA USA.
- Manage social media content and posting to social media sites.
- Maintain annual marketing plan and budget.
- Actively manage the agency website.
- Represent YWCA at events in the community, including speaking on behalf of the organization.
- Ensure process by which YWCA logo and agency are presented and represented is appropriate for community fundraisers and events.
- Coordinate public relations for the organization including managing relationships with the media and vendors.
- Produce, film, edit, and distribute video content for organization.
- Communicate with supporters using email campaigns.
- Update and maintain boulevard sign.

**Events**

- Lead, organize and implement YWCA signature event, Chocolate Fantasy and Chili, too.
- Support other agency events including Women of the Year, Champions of Empowerment, Cherries for Charity, Unique Boutique, Winter Wonderland Party, Giving Hearts Day, Altrusa Baby Shower, Grace Garden events, and Racial Justice events.

**Other Duties**

- Maintain confidentiality while working with information regarding clients, donors, members, volunteers, and staff.
- Prompt and reliable attendance.
- Other Duties as assigned.

**Qualifications:**

- An understanding of, appreciation for, and support of the mission of YWCA Cass Clay, which is to eliminate racism and empower women.
- Bachelor's degree in mass communications, marketing, graphic design, public relations, or related field.
- Two years related marketing and/or communications experience preferred.
- Accomplished skills in Adobe Creative Suite (Indesign, Illustrator, Photoshop), Premiere Pro, and Microsoft Suite.
- Excellent organizational skills and ability to perform functions with a high degree of accuracy and attention to detail.
- Ability to communicate effectively, in writing and verbally, with board, staff, members, volunteers, and the public.
- Knowledge and previous experience with web design programs preferred.
- Ability to be flexible and prioritize job functions.
- Demonstrate professionalism and respect for confidentiality.
- Meet all background check requirements.
- Valid driver's license with proof of coverage and insurable record.

**Requirements:**

These physical demands are representative of the physical requirements necessary for an employee to successfully perform the essential job functions of this position. While performing the responsibilities for this position, the employee is required to sit continually. They are required to stand, walk, climb stairs, climb, twist at the waist, bend, push, carry, squat, kneel, stoop, crouch, reach overhead, and drive occasionally. Employee performs static motions such as standing in place occasionally, sit and desk continually. This employee will perform repetitive motions such as keying, data entry frequently, wrist motion continually, and reaching above shoulders occasionally. They are also required to lift up to 45 lbs. from shoulder height to overhead, carry, push, and pull up to 45 lbs. occasionally.

The description above provides the general nature and level of work being performed by those assigned to this position. It is not to be construed as an exhaustive list of all responsibilities, duties, and skills required. All employees may be required to perform duties outside of their normal responsibilities from time to time, as needed.

**I have reviewed and understand this job description and can perform the above duties with or without reasonable accommodation.**

**Signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_