

# JOB POSTING

March 5, 2021



## COMMUNICATIONS MANAGER

The Communications Manager leads CVCF's internal and external marketing, communications, and media activities. A member of the Advancement Team, the Communications Manager reports to the Chief Strategy Officer (CSO) and is CVCF's sole communications staff. He/She/They should have a broad set of skills from content creation to graphic design, copywriting, media relations, and social media management.

The Central Valley Community Foundation was established in 1966. Our mission is to cultivate smart philanthropy, lead, and invest in solutions that build stronger communities in the six county Central San Joaquin Valley.

### CORE RESPONSIBILITIES

#### Lead and Manage CVCF's Communications Strategy

- Collaborate with CVCF staff, Board, and grantees to create a communications plan and develop and track CVCF's communications goals.
- Increase brand awareness and promote consistent branding and messaging throughout internal and external messaging.
- Identify and make use of opportunities to raise awareness of CVCF, our partners and collaborators, and the Central Valley through local, statewide, and national publications and media outlets.
- This year, CVCF will undergo a process to revise, renew, and refresh CVCF's communications strategies and portfolio. The Communications Manager will play a leadership role in this endeavor.

#### External Marketing and Communications

- With the support of fellow CVCF staff, develop and share a broad array of collateral materials, including e-newsletters, donor and grantee communications, annual report, fundraising and event materials, promo videos, etc. to share CVCF's impact in the community.
- Maintain three CVCF websites and companion social media channels, ensuring that content is consistent, current, accurate, and compelling ([www.centralvalleycf.org](http://www.centralvalleycf.org), [www.fresnodrive.org](http://www.fresnodrive.org), [www.thebigtell.org](http://www.thebigtell.org)).
- Track and report metrics for website and social media.
- Lead or share oversight of consultant-driven communications projects (for example [FresnoForParks.com](http://FresnoForParks.com)) and coordinate cross-messaging with CVCF's branded platforms.
- Coordinate public relations and earned media opportunities, including press conferences, check presentations, and media events, creating and circulating press releases, developing content for television outlets, and responding to inquiries from the media, donors, grantees, and the community.
- Remain current on local media and brief staff on relevant news.

#### Internal Marketing and Communications

- Support the communications needs of all departments by designing collateral materials including presentations, flyers, and reports.
- Collaborate with CVCF staff, Board, grantees, and community partners to identify and develop sharable impact stories highlighting our partners and our work.
- Maintain a working library of materials including photographs, templates, and all elements of brand identity.
- Assist with CVCF events by providing audio-visual support, speaker and script management, and creation of materials (invitations, slide decks, printed materials, etc.).

**PREFERRED QUALIFICATIONS**

- Minimum of 5 years progressive experience in media, marketing, or communications
- Strong project manager, writer, and designer
- Capable of working both independently and on a team
- Comfort in speaking on camera; fluent Spanish, Punjabi, or a Southeast Asian language may be considered, secondary to the above qualifications

**ABOUT THE POSITION**

The Community Engagement Manager is an exempt, full-time position with a complete benefits package. Salary is commensurate with experience. Candidates with diverse backgrounds are encouraged to apply.

The Central Valley Community Foundation follows an equal opportunity employment policy and employs personnel without regard to race, creed, color, ethnicity, national origin, religion, sex, sexual orientation, gender expression, age, physical or mental ability, pregnancy, veteran status, military obligations, and marital status. This policy applies to hiring, internal promotions, training, opportunities for advancement, and terminations.

**TO APPLY**

Submit cover letter, resume, and at least three relevant samples of previous work to:

Elliott Balch, Chief Operations Officer [elliott@centralvalleycf.org](mailto:elliott@centralvalleycf.org)

This position is open until filled. No telephone inquiries, please.