

## **CAPITAL REGION COMMUNITY FOUNDATION**

### **POSITION DESCRIPTION**

|             |                                 |                  |
|-------------|---------------------------------|------------------|
| TITLE:      | Communications & Events Manager | FLSA: Non-Exempt |
| REPORTS TO: | President & CEO                 | Updated: 10-2-26 |

### **POSITION SUMMARY**

The Communications & Events Manager is responsible for planning and coordinating internal and external communications and events, and oversees related contractors.

### **PRINCIPAL DUTIES AND RESPONSIBILITIES**

#### Communications

- In concert with the CEO, plans marketing and communications that are aligned with organization-wide operational and strategic goals, fund development strategies, and budgets, and that supports the Foundation's efforts across all lines of the organization.
- Works with appropriate staff to plan and draft content for social media posts and advertising; communicates with and oversees contractor; monitors analytics and adjusts strategy as needed.
- Designs and distributes digital and print marketing materials, utilizing Adobe Suite products, such as annual reports, brochures, invitations, and electronic communications; works with designers, printers, mailers, and other vendors as needed.
- Maintains the foundation's website; ensures that all content is current and relevant; analyzes website traffic and performance, and adjusts strategy as needed.
- Drafts press releases for the CEO; distributes approved releases, working with contractors as needed to maximize earned media; builds and maintains relationships with media professionals and keeps media contact list updated; maintains media archives.
- Coordinates appropriate staff who identify and interview donors, nonprofit organizations, and other constituents; drafts stories for publications and social media.
- Assists and supports nonprofit Agency Fundholders with promotional materials.
- Drafts and maintains budgets for all communications initiatives.
- Serves as a member of the marketing committee, participating in committee meetings; coordinates scheduling and prep for committee meetings; helps to identify and cultivate committee members.

#### Events and Community Engagement

- Plans and coordinates approved external foundation events targeting donors, prospective donors, professional advisors, and other stakeholders, as well as internal events for staff and board.
- Oversees event production contractors, venues, and vendors as needed.
- Ensures event sponsors are recognized according to the Foundation's commitment.
- Coordinates appropriate staff for speaking opportunities; provides scripts or talking points and prepares materials and PowerPoints for staff.

Assumes other duties and responsibilities as assigned by the supervisor.

## **POSITION REQUIREMENTS**

### Education

Attainment of a bachelor's degree in marketing, communications, or a related field is preferred.

### Experience

This position requires experience directly related to the above-described duties and responsibilities, with at least 5 years of experience in marketing, public relations, communications, or a related professional area, preferably at a nonprofit organization.

### Knowledge, Skills, and Abilities

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions.

### Hard skills

- Superior writing skills required, strong communication skills, as well as interpersonal, analytical, and organizational skills. Outstanding editing and proofreading skills.
- Understanding of the principles of effective written communication and graphic design.
- Ability to prepare materials for different audiences, purposes, and communication channels.
- Proficient with social media across Instagram, Facebook, Twitter, LinkedIn, and YouTube.
- Experience developing digital and print communications, including cadence, content strategy, copy, and distribution.
- Proficient and comfortable with Adobe Creative Suite of products on a Mac platform.
- Proficient and comfortable with a donor database.
- Proficient and comfortable with Outlook and Microsoft Office applications, including Word, Excel, and PowerPoint.

### Soft skills and traits

- Strong interpersonal communication skills necessary to interface with donors, community partners, staff, and trustees; strong commitment to customer service.
- Positive, energetic, flexible, collaborative, and proactive.
- Professional manners and appearance consistent with a formal office atmosphere.
- Proven ability to meet deadlines.
- Highly organized and capable of managing multiple tasks and priorities.
- Excellent judgment and high ethical standards; ability to keep information confidential.
- Self-reliant, good problem solver, results oriented.
- Ability to make decisions in a changing environment and anticipate future needs.
- Maintains a professional, non-partisan public profile consistent with organizational values and CRCF's role as a neutral convener.

### **OTHER POSITION REQUIREMENTS:**

Occasionally, this position requires work outside of normal business hours. The work environmental characteristics described herein are representative of those an employee encounters while performing the essential functions of this job. The qualifications listed above are guidelines for selection purposes; alternative qualifications may be substituted if sufficient to perform the duties of the job.