

JOB DESCRIPTION

TITLE\POSITION: Communications Director

RESPONSIBLE TO: Deputy Director

SUPERVISORY RESPONSIBILITIES: None

JOB STATUS: Full-time, exempt, salaried

WORK SCHEDULE: 35 hours/week, 9:00 a.m. to 5:00 p.m. Monday through Friday

FUNCTION: The Communications Director leads all aspects of the Genesis Fund's communications strategies to advance the goals of raising the organization's visibility, strengthening its brand, building support and sharing impact in the community. The Communications Director is the lead writer and storyteller for the organization. Responsibilities also include: developing and managing the execution of a strategic communications plan; stewarding the organization's brand; and ensuring that messages and materials – in both online, printed and other media – are of high quality and aligned with organizational goals. S/he is not responsible for leading development or fundraising activities, but will be a key member of the team working build support for the organization, especially by developing written content and marketing materials that highlight opportunities for support and share our impact. S/he works closely with staff to identify communications opportunities and strategies. The Communications Director is not a supervisory position, but works closely with all staff and will be supported in many activities by the Development and Administrative Coordinator.

ESSENTIAL FUNCTIONS

APPROX. % of TIME

1. Strategic Communications Planning	10%
2. Content Development and Storytelling	30%
3. Marketing and Branding	20%
4. Development	20%
5. Online Presence and Communications	15%
6. Media and Public Outreach	5%

PHYSICAL DEMANDS RELATING TO ESSENTIAL FUNCTIONS:

The employee must be able to sit as well as use hands, arms and fingers to perform routine office and clerical tasks. About 80% of the employee's time is expected to be spent at a computer keyboard. Ability to type from written material and read from a PC monitor is required.

WORK ENVIRONMENT:

The work environment an employee is expected to encounter while performing the essential functions of this job is a normal office environment with a moderate noise level. (The Genesis Fund currently offers significant flexibility regarding work location and the possibility for substantial time to work from home.)

QUALIFICATION REQUIREMENTS:

To perform this job successfully, an individual must be able to perform each duty satisfactorily. The requirements listed below are representative of the knowledge, education, skill and/or ability required.

SKILLS

- Deep commitment to the mission and values of the Genesis Fund
- At least 5-10 years of demonstrated experience in leading or managing strategic and day-to-day communications, preferably in a nonprofit setting
- Experience developing and executing multi-channel communications and designing and implementing strategies to promote key messages and initiatives
- Excellent writing, editing and storytelling skills with a demonstrated ability to synthesize and communicate to a wide range of audiences
- Experience developing marketing strategies that improve brand awareness and stakeholder engagement
- Experience with website management, social media, and traditional media
- Exceptional project management skills with sound time management and organizational skills, an ability to coordinate complex activities and prioritize conflicting demands and deadlines
- Proficiency in MS Office Suite and familiarity with content managements systems such as Constant Contact or MailChimp and website development tools such as WordPress
- Ability to ensure accuracy, attention to detail and timeliness in all duties
- Knowledge of and commitment to advancing racial equity within organizations and through organizational work, including efforts to share thought leadership in this area
- Understanding of housing policy and programs and community development finance is ideal, but not required

DESCRIPTION OF ESSENTIAL FUNCTIONS

Strategic Communications Planning

- Lead the development and implementation of a strategic communications plan for the organization that targets investors, donors, public sector decision-makers, community partners, and media
- Develop and maintain an overall annual communications calendar for the organization
- Implement strategies to increase the visibility of the Genesis Fund in order to promote the organization's goals and attract new supporters and stakeholders
- Identify and implement communications opportunities throughout the year that further the Genesis Fund's strategic goals and highlight important work of the Genesis Fund and partners
- Develop the voice and key messages for the Genesis Fund and ensure that they are reflected in all external communications
- Track and report on metrics related to communications goals and strategies

Content Development and Storytelling

- Act as the lead writer and storyteller for the organization
- Develop written content that highlights the Genesis Fund's mission, vision, approach and key goals and strategies
- Identify and write stories that highlight the Genesis Fund's work and impact and that of our partners
- Develop content to support various organizational activities including grant applications, capital-raising strategies, policy work, and thought leadership
- Produce exceptional external written products, including the Annual Report, supporter updates, electronic newsletters, and other publications
- Produce high-quality digital content (website, social media) consistent with the Genesis Fund's brand and communications strategy

Marketing and Branding

- Manage the Genesis Fund’s brand and style guidelines
- Ensure that Genesis Fund materials have a uniform look, feel, and voice
- Oversee design, production, and distribution of print and electronic communications and organizational materials, including newsletters, brochures, and reports
- Oversee and implement digital, radio, and print advertising that aligns with strategic marketing objectives and reinforces brand.
- Manage relationships with outside vendors (graphic designers, brand consultants, printers) and oversee their work to ensure high-quality products that align with the Genesis Fund's brand and message
- Oversee management of digital photograph portfolio, including organization of digital files and coordinating photography opportunities

Development

- Participate as a member of the Development Team to develop and implement strategies to build support for the Genesis Fund
- Develop materials and communications to market the Genesis Fund’s investment program to institutions and individuals
- Assist with drafting fund appeals and donor materials
- Write and/or develop content for grant proposals as assigned

Online Presence and Communications

- Manage the website and online presence of the Genesis Fund
- Manage the Genesis Fund’s social media presence and strategy to increase visibility, engagement, and loyalty
- Maintain knowledge and implement best practices related to online presence

Media and Public Outreach

- Effectively communicate the Genesis Fund’s point of view with the media and other key stakeholders
- Produce press releases and columns as needed to promote the Genesis Fund’s accomplishments, goals, or point of view

Other duties as assigned

OTHER REQUIRED CHARACTERISTICS

- Self-starter, able to work independently and take initiative
- A creative and innovative strategic thinker
- Success in consistently meeting deadlines
- Strong interpersonal skills, and ability to work effectively with staff, community partners, and others who contribute to the Genesis Fund’s mission
- Demonstrated ability to exhibit sensitivity to and respect for differences and to work with diverse audiences and constituencies
- Ability to represent the organization well to the public