



**JOB TITLE:** Communications Associate

**STATUS:** Term/Renewable

**REPORTS TO:** Chief Operating Officer

**EFFECTIVE DATE:** January 2019

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**POSITION SUMMARY** (Short summary of the essential purpose of the job)

In support of the mission of the Center for Nonprofit Advancement, the Communications Associate supports the external affairs of the Center through communications, media relations, branding and marketing programs, all events and relationships. The Communications Associate aligns his/her efforts with education, advocacy, resource development, awards and other Center programs and services. He/she leads the Center's efforts to strengthen and expand brand recognition within the region, attract new members (nonprofit and industry), increase interaction and utilization of services among new and current members, and enhance the effectiveness of the Center's overall efforts relative to external affairs.

**ORGANIZATIONAL DESCRIPTION** (Supports position's relevance to broad organizational mission)

The Center for Nonprofit Advancement creates better communities by strengthening the capacity of nonprofit organizations throughout Greater Washington, DC. The Center supports more than 13,000 nonprofits in the region and directly partners with nearly 400 organizations (our members). The Center helps area nonprofits achieve their missions through training and technical assistance programs, networking, advocacy and group buying power.

**ESSENTIAL DUTIES AND RESPONSIBILITIES** (Duties that occupy a major portion of time and importance in the job)

Communications/Marketing (70% of time)

- Develops and implements annual marketing and communication plans for the organization, engaging other senior staff for input and support. Explores the feasibility of new communications and membership materials and mechanisms and proposes them for development or incorporation into the Center's model.

- Assists organization (including other senior staff) in developing marketing and communications messages. Builds brand identity for the Center and across Center programs and services. Understands communications challenges facing the Center and the Greater Washington area nonprofit sector.
- Serves as editor and main writer of Center's external communications. Identifies other content/articles, obtains permission from writers when needed. Designs and produces all digital communications, including e-newsletter, email, brochures, flyers, forms, applications, etc. Serves as liaison to designer and printer when relevant. Develops advertising for each issue.
- Serves as manager for Center's website ([www.nonprofitadvancement.org](http://www.nonprofitadvancement.org)), including updates, modifications, additions, SEO, etc. Serves as liaison to website host and developer for technical issues. Manage social media presence (currently Instagram, Twitter, LinkedIn and Facebook) and post regularly.
- Writes/assists in the development of other Center publications, as needed including the Center Annual Report and future publications.
- Coordinates media outreach. Builds relationships with local media and national nonprofit media outlets. Prepares appropriate staff for media interviews. Serves as spokesperson as requested. Encourages media attention for the organization and the regional nonprofit sector.
- Writes/edits speeches, articles and op-ed pieces by members, the leadership team and/or board members.
- Prepares routine reports to the Board regarding Center's programs and services.
- Develops and directs a marketing program for the Center; writing and producing promotional materials; developing and directing ongoing membership marketing activities; analyzing results; and implementing new strategies and programs. Confers with the Center's senior staff as appropriate. Serves as liaison to designer and printer as needed.
- Organizes the Center's representation at events (conferences and programs). This includes selection of shows, design of exhibit graphics and selection of booth materials.
- Provides support for Industry Expert Membership activities as needed.

#### Database (10% time)

- Leads and manages the implementation of new database with Salesforce.
- Conducts periodic research of Center members to understand organizational capacity building and support needs, as well as external challenges impacting outcomes.
- Inputs/tracks all member related promotional touches (mentions in social media, on website, in Spotlight, in Nonprofit Messenger, Nonprofit Agenda, etc).
- Tracks social media, web interaction and email response stats.

#### General (20% of time)

- Serves as direct support to all events and conferences of the Center;

Assists in the planning and management of key Center events including the organization's Annual Celebration and other membership events.

- Performs other duties as assigned.

**QUALIFICATIONS, KNOWLEDGE & SKILLS REQUIRED** (Minimum education and experience needed to perform the job adequately)

Education, Certification, Years' Experience:

- Degree in communications, marketing, nonprofit management or other relevant discipline
- 1 year experience in communications and marketing management to include experience developing messaging, planning and communication strategy development
- 1 year experience in working with a membership organization to include demonstrated proficiency with and experience implementing membership recruitment and retention initiatives
- Knowledge of the Greater Washington area nonprofit sector including local area media

Knowledge, Skills and Abilities:

- Established relationships with media covering the Metropolitan DC region
- Ability to write short and long marketing content, including newsletters, emails, brochures, white papers, blogs, social media posts, etc.
- Ability to write reports and business correspondence effectively
- Ability to define problems, collect data, establish facts, and draw valid conclusions
- Ability to plan, evaluate and implement programs
- Excellent interpersonal communications and presentation skills; customer service orientation; ability to function effectively as a member of a team or leader as evolving circumstances dictate. Ability to work effectively with a wide range of constituents in a diverse community
- Ability to manage multiple tasks and/or projects simultaneously; ability to maintain composure under pressure. High degree of attention to detail; commitment to excellence in all aspects of work.
- Ability to maintain confidentiality of records and information.
- Strong computers skills – experience with all of the following is **REQUIRED**:
  - Microsoft Office Suite
  - Adobe/Illustrator
  - Salesforce
  - WordPress
  - iContact (or similar email software)

The staff of the Center will be expected to serve as ambassadors for the Center's mission and goals among professionals in the nonprofit community by promoting the Center and increasing the visibility of the Center's programs and services as appropriate. All staff of the Center for Nonprofit Advancement will be expected to be team players and clear and effective communicators who demonstrate positive attitudes, strong work ethics, teamwork and collaboration, respect for diversity and inclusion, as well as innovation and creativity in all of their

efforts. The staff will participate actively in the development of strategic goals for the Center and take full responsibility for monitoring and implementing the goals and objectives outlined in the Center's Strategic Outcomes and Operational Plans.

**ADA SPECIFICATIONS** (Physical demands that must be met in order to successfully complete the essential functions of the job)

- Requires the ability to speak, hear, see and use computer and other office related equipment.
- Also requires the ability to stand, sit, stoop, and lift up to 15 lbs.
- This position requires the ability to travel periodically throughout the region.

*The above statements are intended to describe the general nature and level of work being performed by the individual(s) assigned to this position. They are not intended to be an exhaustive list of all duties, responsibilities, and skills required. Management reserves the right to modify, add, or remove duties and to assign other duties as necessary. In addition, reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions of this position.*

**HOW TO APPLY:**

Email the following **REQUIRED** items to [taylors@nonprofitadvancement.org](mailto:taylors@nonprofitadvancement.org)

- Cover letter
- Resume
- Three (3) writing samples

Applications without ALL OF THE ABOVE items will be considered incomplete and will not be considered. Items can be submitted in Word or PDF files.

**DEADLINE** to submit: **5:00pm on Monday, February 11, 2019**