



JOB DESCRIPTION

JOB TITLE: Communications Manager

STATUS: Exempt

REPORTS TO: Vice President of Advancement & Organizational Sustainability

APPROVED By: VP, Advancement & Org. Sustainability **DATE APPROVED:** 05/2022

SUMMARY

The mission of the National Resource Center on Domestic Violence (NRCDV) is to strengthen and transform efforts to end domestic violence. The Digital Communications Manager provides collaborative leadership and oversight to the design and effective implementation of NRCDV's overall communications strategy, with a particular focus on its online communication, to ensure effective and consistent branding and messaging as well as advancement of NRCDV's values and mission.

The primary role of the Communications Manager, working collaboratively with NRCDV's leadership, is three-fold:

- 1) To streamline and increase the effectiveness of NRCDV's communications, branding and marketing, including the development of key messages and a brand that is easily recognizable;
- 2) To ensure that social media is used as a core service and an engagement opportunity; and
- 3) To enhance the impact of organization's websites as vehicles to promote advocacy and movement building.

The Communications Manager takes a lead role in ensuring that NRCDV's multiple communications platforms effectively build knowledge, advance survivor-defined advocacy, promote best intervention and prevention policies and practices, create and sustain supportive linkages with other related social and racial justice movements, and engage multiple stakeholders.

ESSENTIAL DUTIES AND RESPONSIBILITIES

1. Streamline and increase the effectiveness of NRCDV's communications, branding and marketing, including but not limited to:
 - Developing and implementing an integrated communications strategy, including key messages designed to reflect and advance the NRCDV's mission;
 - Developing and overseeing implementation of a coordinated and streamlined approval process for all external communications;

- Strengthening organizational branding by developing and implementing brand guidelines and a style guide that ensures the use of consistent imagery, placement, font, color palette on all publications and communications materials;
 - Designing and utilizing methods to consistently measure the effectiveness and impact of communications efforts; and
 - Coordinating the provision of communications training and internal technical assistance for NRCDV staff and Board of Directors as requested.
2. Ensure that social media is used as a core service and an engagement opportunity, including but not limited to:
- Enhancing and refining the NRCDV's social media strategy, including guidelines and best practices for posting (tone, content, etc.) on various social media channels;
 - In collaboration with Programs and Prevention Team and the Policy and Research Team, developing and implementing social media campaigns and events to support and enhance the visibility and impact of special projects and key initiatives;
 - With assistance from staff, generating content designed to highlight NRCDV's work and engage a broad base of constituents and stakeholders on social media;
 - Staying abreast of emerging tools and applications and providing recommendations on how the NRCDV can harness these resources to advance its mission;
 - Fostering and maintaining partnerships with allied social justice organizations who demonstrate leadership and/or innovation in social media engagement and coordinating opportunities for cross-organizational peer support, information sharing, and collaboration;
 - Developing and implementing a strategy for broadening the NRCDV's social media audiences, including creating and sustaining connections with related social and racial justice movements;
 - Ensuring each website is clearly and consistently branded via social media;
 - Designing and utilizing methods to consistently measure the effectiveness and impact of communications efforts; and
 - Providing technical assistance to partners and constituents of the NRCDV seeking support around the development, implementation, and evaluation of their own social media efforts.
3. Enhance the impact of NRCDV's websites as vehicles to promote advocacy and movement-building, including but not limited to:
- Developing a collaborative relationship with the lead staff for each website to understand the history, role, primary content, and key constituents of NRCDV websites, as well as how content is developed, frequency of new materials for posting, and other website-specific factors;

- Facilitating regular coordination with website leads related to ongoing website development and content management, including strategic placement of the content on the website, use of design elements to enhance user experience and content accessibility, and preparation of and branding of materials for the website;
- Overseeing the flow of online resource development across the organization to ensure a consistent, sound and logical pattern of resource dissemination and website engagement, including participation in the organizational process of identifying, prioritizing and setting timelines for the development and posting of content for web publication;
- Assisting with or supervising the posting of content to various websites, as requested;
- Ensuring each website is clearly and consistently branded;
- Identifying opportunities to cross post or link to another NRCDV website to increase visibility and impact;
- Utilizing current industry standard and innovative approaches; and
- Designing and utilizing methods to consistently measure the effectiveness and impact of communications efforts.

OTHER DUTIES

- Provide consistent and effective supervision to assigned staff,
- Serve as a member of NRCDV appropriate workgroups, to effectively manage organizational resources (personnel, budget, policies, etc.) and assist in the need for additional resources or support to enhance NRCDV's communication activities;
- Update the project management tools accurately and consistently and providing necessary project status reports;
- Compile information for regular activity reports, including the collection and analysis of web site usage statistics, social media activity, and other related feedback;
- Work with the IT Director to continuously enhance the functionality, design, security, and accessibility of each website, as well as the security of all social media platforms being used or proposed;
- As opportunities arise, recruit and supervise interns providing necessary support and appropriate direction; and
- Perform other duties required by senior management.

SUPERVISORY RESPONSIBILITIES

Directly supervises the NRCDV Digital Communications Specialist and the Senior Communications Specialist . Carries out supervisory responsibilities in accordance with the organization's policies and applicable laws. Responsibilities include interviewing, hiring, and training employees; planning, assigning, and directing work; appraising performance; addressing complaints and resolving problems.

QUALIFICATIONS

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 the essential functions.

Education and Experience

Bachelor's degree from accredited four-year college or university, with a minimum of three years working in marketing or communications. Demonstrated training and experience in web and graphic design and development.

Experience in the domestic violence movement or other social justice movements preferred.

Communication Skills

A proven track record of strong written and oral communication skills and the ability to communicate with others to understand them and to be understood, including demonstrated meeting facilitation and training skills. Understanding of writing specifically for the web and other social media platforms. Ability to write effective press releases. Demonstrated understanding of branding and marketing through multiple platforms. Ability to prepare clear, accurate and concise reports; organize and present training materials; and assist in the development and revision of pertinent organizational materials.

Computer Skills

Significant computer proficiency with a knowledge of Apple computers and experience with Microsoft Office and Adobe Suites, and demonstrated expertise using web design and content management software/systems. Demonstrated skills in office systems and equipment and a willingness to learn additional electronic technologies.

Project Management Skills

Demonstrated program development and project management skills, including the ability to work effectively across teams and with consultants. Demonstrated team-building, limit-setting, problem-solving, creative and analytical thinking and organization skills.

Language Ability

Ability to read and interpret documents such as safety rules, operating and maintenance instructions, and procedure manuals. Ability to write routine reports and correspondence. Ability to speak effectively before groups of customers or employees of organization.

Math Ability

Ability to read, interpret, organize, and analyze data related to website usage and online engagement by calculating percentages, trends over time, volume, reach, and related functions.

Reasoning Ability

Demonstrated understanding of process for critical thinking to promote effective communications strategies. Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists. Ability to interpret a variety of instructions furnished in written, verbal, diagram, or schedule form.

Other Skills, Abilities and Behaviors

To perform the job successfully, an individual should demonstrate the following:

Teamwork – Collaborates and communicates within and across teams, enabling workflow and positive partnerships.

Personal Accountability – Drives toward results while taking personal responsibility for their actions and professional interactions.

Continuous Improvement – Develops strategies for continuous improvement and protects against avoidable mistakes.

Ethics & Integrity - Treats others with respect and consideration regardless of status or position; Approaches situations with diplomacy, tact and discretion; inspires the trust of others; Reacts well under pressure.

Judgment - Exhibits sound and accurate judgment; supports and explains reasoning for decisions; includes appropriate people in decision-making process; makes timely decisions.

Dependability - Follows instructions, responds to management direction; takes responsibility for own actions; Keeps commitments; completes tasks on time or notifies appropriate person with an alternate plan.

Adaptability - Adapts to changes in the work environment; manages competing demands; changes approach or method to best fit the situation; able to deal with frequent change, delays, or unexpected events.

Diversity - Celebrates diversity and shows respect and sensitivity for cultural differences.

Safety and Security - Observes safety and security procedures; determines appropriate action beyond guidelines; reports potentially unsafe conditions; uses equipment and materials properly.

Fiscal Responsibility - Works within approved budget; conserves organizational resources.

Attendance/Punctuality - Is consistently at work and on time; ensures work responsibilities are covered when absent; arrives at meetings and appointments on time.

PHYSICAL DEMANDS

The physical demands described above are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to communicate with others, move and sit frequently. The employee may also be required to lift or move objects of up to 20 pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception and ability to adjust focus.

WORK ENVIRONMENT

The noise level in the work environment is usually quiet, but with constant interruptions.

TRAVEL REQUIREMENTS

Occasional travel from Harrisburg, PA to Washington, DC required, as well as some other national travel.