



**Emergency
Family
Assistance
Association**

EMERGENCY FAMILY ASSISTANCE ASSOCIATION JOB DESCRIPTION

Job Title: Communications Manager
Hours of Work: 40 hours per week
Reports to: Director of Development & Communications

Position Summary

The Communications Manager deploys a multi-channel communications strategy to advance EFAA's vision of a community where everyone is stable, healthy and thriving. The Communications Manager is responsible for all day-to-day elements of the communications functions for the organization. Working closely with the Director of Development & Communications, this position develops strategy and produces directly all external communications to build engagement across stakeholders. This position offers a high level of autonomy and the opportunity to lead the communications efforts of Boulder County's leading safety net organization.

About EFAA

EFAA's mission is to provide stabilizing services, innovative programs, and transformative advocacy to strengthen families and create a thriving community. As an organization we value community, resiliency, innovation, integrity, equity, and impact. For over 100 years, EFAA has provided a local safety net to vulnerable households, and has increasingly developed deeper programming to more systemically reduce poverty, prevent homelessness, build family resilience and create a more equitable community.

Essential Functions

- Work across the organization to develop, implement, and evaluate an annual communications plan that advances donor, volunteer, and program communication priorities
- Develop content and creative / primary author for all communications, including but not limited to newsletters, direct appeals, e-marketing, impact reports, digital content/ads, annual report, event collateral, outreach materials, stakeholder stories, and blog posts
- Drive organizational branding and messaging, including developing and maintaining branded organizational print and digital assets, as well as merchandise
- Develop and implement digital marketing strategy, including website, search engine, and social media marketing (Facebook, Instagram, Twitter, LinkedIn, and YouTube) to reach target audiences; supported by direct marketing, design, and developer vendors
- Manage and maintain the EFAA website; includes creating, editing and publishing website content, work with other EFAA departments to ensure accuracy of information.

- Manage and implement earned media/PR tactics to raise awareness, inspire support and share EFAA news; includes managing media contacts and writing press releases, public service announcements, and letters to the editor
- Manage print, radio, and digital advertising initiatives, including strategy, concept development, and graphic design
- Build catalog of communication assets including stories, photos, and video of EFAA's work with participants and the community; with support from contracted photographers and videographers
- Implement key strategies and messages that advance EFAA's advocacy efforts and position EFAA as a local thought leader on poverty and family homelessness

The duties and responsibilities described are not a comprehensive list and that additional tasks may be assigned as necessitated by organizational demands.

Skills/Competencies

You identify with many of these qualities:

- Bachelor's degree or commensurate experience and 3+ years' experience at communications manager level work; preferably in a nonprofit environment
- Excellent writing/editing communications skills
- Excellent project and time management skills
- High degree of personal motivation, self-direction and detail-orientation
- Creative and strategic thinker with ability to proactively develop new ideas
- Proficient in MS Office, WordPress, Mailchimp, Canva, and Social Media platforms
- Skill in graphic design/publishing applications a plus
- Bilingual Spanish proficiency preferred
- Commitment to EFAA's mission and the principles of diversity, equity and inclusion.

Working Environment, Physical Activities and Equipment Used:

Typical office environment. Regularly uses computers for data input and other work.

Take proper safety precautions while at work, reports unsafe circumstances and takes action to prevent accidents. Responsible for ensuring volunteers and supervised staff adhere to EFAA Safety Rules at all times.

Compensation

This is a full-time position (100% FTE) or 40 hours per week. The salary range for this position is \$60,000-\$65,000. Competitive pay commensurate with education and experience.

Why You Should Apply

EFAA's culture is employee-focused, providing access to a generous benefits package including:

- Competitive paid time off and holidays
- Choice of employer-paid health insurance plans, including family coverage options
- Employer paid Simple IRA contributions
- RTD Ecompass
- Language bonus for bilingual English / Spanish employees

- Family friendly policies and practices
- A commitment to professional development and training

How to Apply

Please email your cover letter and resume in a single PDF file to resumes@efaa.org with the subject line “Communications Manager”. Applications will be reviewed on a rolling basis.

Non-Discrimination Policy

Our people are the foundation of who we are as an organization. Attracting, hiring and retaining diverse talent enables us to be more innovative and better serve our employees, volunteers, participants, and the community. EFAA is dedicated to the principles of equal employment opportunity (EEO). We are committed to recruiting, hiring, training and promoting qualified people of all backgrounds, regardless of age, race, sex, color, religion, creed, national origin or ancestry, disability, military status, familial status, sexual orientation, marital status, gender identity or expression, genetic information or characteristics, parenthood, custody of a minor child, pregnancy or any protected class under applicable Federal, State or local laws that is not listed above.