



## **Job Description**

Title of Position: Communications Manager

Reports to: Executive Director

Full time (37.5 hours a week); \$42,000 annual starting salary; overtime exempt; primarily remote work with some in office and in community work; paid time off; medical, dental, vision and life insurance available; employer retirement plan contribution after 2 years

Summary of Position: Manage external communications including print and electronic communication, social media, advertising, media relations, and outreach activities for Greater Cleveland Volunteers and the Encore Cleveland Initiative.

Responsibilities include:

### Greater Cleveland Volunteers Communications (approximately 70% of time)

- Oversee agency's external communications and outreach activities.
- Create print and electronic messages and materials. Assure that materials comply with Greater Cleveland Volunteers branding standards.
- Regularly post information on Greater Cleveland Volunteers Facebook, LinkedIn and Twitter pages. Monitor and respond to messages.
- Work with website manager to regularly update information on Greater Cleveland Volunteers website.
- Create bi-monthly print and electronic newsletters.
- Create and send mass email communication using Constant Contact software.
- Create and purchase print and electronic advertising for agency.
- Write and send out media releases. Respond to media inquiries.
- Arrange for Greater Cleveland Volunteers staff and/or volunteers to appear in media interviews.
- Write and submit award nominations for volunteers.
- Maintain inventory of agency envelopes, brochures, stationery, and other branded printed materials. Design and purchase additional items when needed.
- Maintain inventory of agency branded promotional materials and purchase additional items when necessary.
- Maintain communications budget.
- Attend Greater Cleveland Volunteers events to take photos or contract with outside photographer. Maintain catalog of photos to be used in communications materials.

### Encore Cleveland Communications (approximately 30% of time):

- Plan and implement publicity and communications to increase awareness of the Encore Cleveland initiative.
- Gather information from Encore grantees to use in publicity.
- Regularly post information on social media and monitor and respond to messages.

- Work with website manager to regularly update information on the Encore Cleveland website.
- Create and send electronic Encore Cleveland newsletter.
- Create and send mass email communication to Encore Cleveland mailing list via Constant Contact.
- Create and purchase print and electronic advertising for Encore Cleveland.
- Create printed promotional materials.
- Write and send out media releases about Encore Cleveland activities. Serve as point of contact for media inquiries about Encore Cleveland.
- Plan in-person and virtual outreach/information events to promote Encore Cleveland. Coordinate other Encore grantees to attend/participate in these events.
- Respond to people that want to know about, or get involved with Encore Cleveland. Talk to and/or meet with them to determine interests and connect them to the appropriate Encore Cleveland grantee.
- Working with videographer, create promotional videos for Encore Cleveland grantees.
- Maintain catalog of Encore Cleveland photos to be used in communications materials.
- Assure that all materials and communication comply with Cleveland Foundation and Encore Cleveland branding standards.
- Maintain Encore Cleveland communications budget.
- Participate in regular meetings with Cleveland Foundation Encore program officers and communications staff. Attend Encore Cleveland grantee meetings and provide communications updates.
- Prepare reports about Encore Cleveland communications for the Cleveland Foundation.

**Qualifications:**

**Required:** College degree or any equivalent education or training in addition to minimum three years of experience doing communications, marketing and/or public relations; excellent writing and verbal communications skills; proficiency in all Microsoft Office programs; knowledge of website design and maintenance; experience managing social media; graphic design experience; ability to multi-task, keep organized, and demonstrate careful attention to detail; valid driver's license and automobile insurance and access to an automobile during working hours; ability to work occasional evenings and weekends.

**Preferred:** Previous experience working at a nonprofit organization; experience using Constant Contact electronic marketing software; contacts with the media in Cuyahoga County.

**Interested candidates should send a cover letter and resume by email to:**

Joy Banish, Executive Director  
jbanish@greaterclevelandvolunteers.org

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**Greater Cleveland Volunteers**

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