

Communications Manager



The Communications Manager helps support and implement the communications goals and priorities of City with Dwellings (CwD) under the direct supervision of the Executive Director.

Duties and Responsibilities

The Communications Manager plays an important role in CwD's content development while supporting our brand, community partnerships, fundraising, and other external communication activities. As part of CwD's administrative team, they will be expected to:

- Lead the development, implementation, evaluation and on-going revision of the communications plan.
- Develop communication campaigns that raise awareness and promote CwD to a variety of audiences: our guests, volunteers, donors/supporters, policymakers, agency partners, and the broader community.
- Develop social media content and editorial calendar, manage the website, and execute the external communications strategy. This could include creation of additional original content, including white papers, case studies, infographics, email campaigns, social media posts, blog posts, and more.
- Create and deliver regular e-newsletters to internal and external stakeholders, notifying them of successful projects/initiatives and providing information about upcoming events and future initiatives.
- Manage and oversee the creation of marketing and communications deliverables such as informational brochures, annual reports, presentations, volunteer recruitment materials, special event promotion, and other collateral materials.
- Together with the Executive Director, execute fundraising and engagement campaigns via email, website, social media, and other channels.
- Create and maintain connections and work with different internal stakeholders to develop and execute communication strategies. Establish internal communications processes to ensure everyone is in the loop and updated on the status of each project/initiative.
- Ensure CwD's branding, communications, materials, and procedures adhere to brand identity standards.
- Assist senior leadership with community relations, which includes CwD representation at fairs, festivals, churches, schools, corporations, and other community events. Conduct agency tours and provide presentations to community organizations as needed.
- Provide guidance and assistance to ED on media inquiries and public relations opportunities.

Other Duties

- Stay abreast of current best practices in the industry.
- Manage relationships with any communication vendors.
- Monitor content performance and report on content analysis, metrics, and KPIs as needed.
- Attend weekly staff meetings and training, group supervision and individual supervision as required to promote ongoing professional growth and development.
- Other responsibilities as assigned by the Executive Director.

Qualifications, Skills, Abilities

- Demonstrated experience in nonprofit communications and marketing.
- Excellent writing skills, including the ability to write for multiple audiences. Design experience desired but not required.
- Demonstrated skills in social media and email communications, including managing editorial calendars and planning and executing campaigns.
- Experience with applications such as Adobe Creative Suite, CMS/WordPress, multimedia and video editing software, Donor Perfect, Constant Contact, and Google Workspace. A willingness to learn web-based management and communication tools is a plus.

- Strong organizational skills in a complex, fast-paced, multi-tasking environment and the ability to manage multiple projects and deadlines.
- Bachelor's degree and 2 years relevant experience with a non-profit organization, or equivalent combination of education and experience.
- Strong interpersonal skills with a high degree of emotional intelligence.
- Patience and appreciation of working with individuals experiencing homelessness in a trauma-informed work environment. A willingness to understand the culture and circumstances of individuals experiencing homelessness and comfort working directly with highly vulnerable populations.
- Able to engage diverse cultures and community partners.
- Able to observe boundaries, engage in appropriate emotional regulation, and refrain from dual relationships with guests.
- Able to work independently and as part of a team, structure time effectively.
- Able to work a flexible schedule as work involves some outside meetings and presentations, and occasional evenings and weekends.
- Demonstrate on-going coping skills, maintain confidentiality, and engage in reasonable self-care strategies designed to reduce stress by balancing work/life responsibilities.
- A commitment to CwD's purpose and values.

Compensation

This part-time, non-exempt position reports to the Executive Director and will work an average of 10-12 hours per week, with additional time pre-authorized for special projects and events. Compensation at a rate of \$20.00/hour. **To apply, send an email including your resume and describing your interest and experience to admin@citywithdwellings.org. Applications will be reviewed on a rolling basis. Please, no calls.**

City with Dwellings is an equal opportunity employer and does not discriminate against otherwise qualified applicants on the basis of race, color, ancestry, age, sexual orientation, gender identity, marital status, national origin, disability, veteran status, or any other characteristic protected. We encourage all qualified candidates to apply.

About City with Dwellings

City with Dwellings: A Community First Initiative works to build supportive, consistent community and offers one-on-one support to individuals experiencing homelessness as they work to navigate a complex system of supportive resources. As a low-barrier agency, CwD understands the unique circumstances persons facing homelessness must overcome to successfully access housing, health and employment resources.

At City with Dwellings, we create change and cultivate a community of care so that people can move with dignity from trauma and homelessness to healing and housing stability. We provide safe spaces, foster belonging, connect people to next-step resources, and expand shared knowledge and understanding around the complex issues related to homelessness and housing. We accomplish our mission through person-centered street outreach; day services featuring next-step resource navigation and healing arts; winter emergency shelter; and peer-based supportive housing services.