



Infant Crisis Services

No baby should go hungry

Job Description

Job Title: Communications Manager

FLSA Status: Exempt, Salaried

Reports to: Director of Development and Communications

Work Schedule: Full-time, in-office

Approved by: Allison Parker, Director of Development and Communications

Date Approved: 9-25-24

Reviewed by: Human Resources

Date Reviewed: 9-25-24

Job Purpose: To develop and communicate messages and publications through various media outlets to promote Infant Crisis Services throughout the community.

Summary

Under the general direction of the Director of Development and Communications, the Communications Manager is responsible for telling the story of Infant Crisis Services to various audiences including donors, clients, volunteers, and agency partners. The Communications Manager implements marketing and public relations programs for Infant Crisis Services and engages in promoting or creating good will for individuals, groups, or organizations by writing or selecting favorable publicity material and releasing it through various communications media.

The Communications Manager is expected to serve as ambassador at large for Infant Crisis Services and must always demonstrate professional excellence and adherence to Infant Crisis Services' standards of quality.

Essential Duties and Responsibilities:

- Plans and coordinates the distribution of useful information to clients, various audiences, and the public to create a favorable image and response toward the agency. Information dissemination includes news releases, internet marketing, social media outreach, brochures, feature articles, press, radio, and television presentations, press releases, direct mail pieces, and published reports of agency programs and activities.
- Collects and selects potential newsworthy information from various sources. Disseminates information through established media contacts and distribution channels.
- Maintains ongoing relationships with media and handles all media inquiries.
- Gives media interviews.
- Stays current on public opinion trends that impact the agency. Analyzes and interprets trends and makes recommendations to senior management.
- Works independently and within a team on all online donation campaigns.
- Participates in the planning and creative process for developing public relations campaigns.
- Develops and maintains yearly marketing timeline.
- Identifies and meets with clients to gather stories about the impact of Infant Crisis Services.
- Effectively tells the stories of Infant Crisis Services' clients in emails, newsletter, videos, presentations, etc.
- Writes and edits press releases, web stories, and agency newsletters.
- Edits all external communications.

- Manages all online communication, including online fundraising campaigns.
- Develops and maintains social media channels. Responds to direct messages in a timely manner and works with all departments to ensure accurate information is posted.
- Coordinates all agency video production with contracted video production company.
- Creates online campaign and video concepts, writes scripts, and partners with video production company to storyboard and plan video shoots.
- Serves as lead staff member and coordinates the Public Relations/Marketing committee of the Board of Directors.
- Serves as staff liaison for the Teen Associate Board and assists with related meetings and events.
- Actively participates in agency special event fundraisers.
- Performs other incidental and related duties as required and assigned.

Supervisory Responsibilities

- None

Education and/or Experience

- Minimum Bachelor's degree in Communications or related field with at least three (3) years of previously related experience or combination education and experience.
- Previous experience with a non-profit organization a plus.

Skills and Abilities Required

- Must possess excellent oral and written communication skills.
- Skilled in establishing and maintaining effective relationships with co-workers and community members.
- Must possess strong leadership and organizational skills.
- Must possess strong editing and proofreading ability.
- Must be familiar with AP writing style.
- Ability to conduct research through various methods.
- Ability to excel in a diverse, collaborative team environment.
- Ability to multi-task and remain calm in chaotic situations.
- Able to adhere to strict deadlines and take detailed direction.
- Must be self-motivated with a positive attitude and willingness to learn.
- Proficiency in Microsoft Word, e-mail, internet, and social media.
- Must have a high level of interpersonal skills to handle sensitive and confidential Infant Crisis Services, client, donor, and employee information and situations.
- Must possess the ability to understand various Infant Crisis Services operations and procedures.
- Ability to work and communicate with staff, clients and their families, donors, vendors, community agencies, etc. to meet their needs in a polite, courteous, and cooperative manner.
- Must display a high level of initiative, effort, and commitment towards completing assignments efficiently.
- Must have the flexibility and willingness to work on occasional evenings and weekends when required.

Computer Equipment and Software Requirements

- Basic word processing skills (i.e., Microsoft Office Systems).
- Adept at design programs (i.e., Adobe Photoshop, Microsoft Publisher, etc.).
- Experienced in use of standard office equipment.

Certificates, Licenses, Registrations

- Valid Oklahoma Driver's License
- CPR (can be obtained through Infant Crisis Services-sponsored training)

Physical Demands

While performing the duties of this job, the employee is regularly required to sit and use hands to finger, handle, or feel, such as keyboarding and writing. The employee frequently is required to reach with hands and arms and talk and hear. Must have visual acuity to read and draft reports, memos, letters, etc. Specific vision abilities required by this job include vision adequate for the incumbent to perform the responsibilities and functions of the job efficiently. Must be able to speak and communicate clearly, such as in public speaking engagements.

Work Environment

The employee will work in an office environment and in close quarters with other staff and clients; job responsibilities may require driving varying distances between main office site and other locations. May be exposed to hazardous weather and driving conditions related to disaster relief program requirements; not all sites will be wheel-chair accessible and may have uneven, wet, or other hazardous walking surfaces. The noise level in the work environment varies from moderate to loud; frequent hectic situations will occur characteristic to working with infants, toddlers, and mothers in need. Employee must expect frequent exposure to strong odors such as soiled diapers and clothes, poor hygiene, and other conditions.

This document does not create an employment contract, implied or otherwise, other than an "at will" relationship.

Mission Statement:

Infant Crisis Services provides life sustaining formula, food and diapers to babies and toddlers in time of crisis. . . Because no baby should go hungry.