



Job Description

Job Title: Communications & Outreach Manager Status: Exempt
Reports to: Executive Director Approved: Mary J Middleton
Date: August 16, 2017

Summary of Position: This position assists with all aspects of donor development and external communications for the agency. For grant and contract funded projects, the COM works with program staff to design and execute outreach activities intended to achieve project goals. This position works closely with the Executive Director on the planning and execution of donor acquisition and retention, fundraising, and awareness activities, as well as serves as a member of all grant writing teams. Supervises the Training and Communications Specialist position.

Duties and Responsibilities

- Adhere to and competently articulate the mission, values and vision of SSG.
- Annually submit for approval and implement donor development and communications plans.
- Increase agency donor relations including new donors and retaining current donors.
- Coordinate and distribute external communications tools, including designing print materials, PSAs, collateral promotional items, and other agency & program-specific assets, writing press releases, as well as various email and mail communication.
- Ensure consistency of brand and message identity in all outgoing communications.
- Maintain agency's social media platform including website, Facebook, Twitter.
- Oversee the coordination and supervision of volunteers.
- In partnership with program staff, develop outreach activities and resources consistent with grant or contract goals and objectives.
- Periodically represent agency at community events, networking organization and association events, and to community and business partners by speaking, meeting with contacts, and through written correspondence.
- Participate in writing of all grant proposals being developed by the agency.

- Manage budget for outreach and communications activities.
- Oversee production of the agency's annual report, monthly e-newsletter and biannual newsletter.
- Prepare monthly reports for the Executive Director on donor development and outreach activities.
- In partnership with the Executive Director, coordinate the agency's local, state, and federal advocacy activities.
- Provide support to the agency Board of Directors Development Committee.
- Supervise the Training and Communications Specialist.
- Actively participates on the Management Team.
- Performs other duties as assign.

Required Skills and Experience

- Bachelor's Degree in Communications, Speech, Design, Public Relations, or related field.
- Minimum of three years' experience in communications/public relations, marketing, fund development, or a related field, preferably in a non-profit setting.
- Experience in use of web-based content delivery, preferably Adobe, and social networking applications.
- Ability to organize projects and communicate well, verbally and in writing.
- Ability to complete complex projects with only general supervision.
- Ability to develop professional relationships that support the agency's fundraising and development objectives.
- Working knowledge of personal computers and software including Microsoft Word, Excel and Access.
- Able to pass the State of Alaska Barrier Crimes Background Check.
- Personal vehicle, valid driver's license, proof of vehicle insurance.
- Ability to provide own transportation to attend meetings, primarily in the Anchorage area. Travel to conferences and other activities may be required.

Preferred Skills and Experience

- Familiarity with the issues related to developmental disabilities, mental health, special education, early intervention, medical, and social service programs in Alaska.
- Experience working collaboratively with professionals and teams.
- Grant or proposal development experience.
- Experience working in a nonprofit organization.
- Experience managing employees both office-based and those who work remotely or in the field.

- Experience as a self-advocate or family member of an individual with special education or special health care needs is preferred.

Core Competencies:

- Belief in and ability to articulate the vision and mission of SSG
- Personal integrity and good judgment
- Team player
- Positive attitude

Physical Demands

The physical demands described here 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 responsibilities of the job, the employee must be able to communicate effectively with a variety of audiences. The employee is often required to remain in a stationary position and to operate basic office equipment, including the ability to access, input, and retrieve information from the computer. The employee is occasionally required to move about inside the office building and attend meetings and events outside of the office. The employee must be able to create, review, and respond to grant and other reports and written requests for information.

Work Environment:

While performing the duties of this job, the employee is occasionally exposed to moving mechanical parts and vehicles. The noise level in the work environment is usually quiet to moderate.

NOTE: SSG is a dynamic organization changing as needed to best address its goals. This job description is representative of duties at a moment in time and is intended as a "living document" updated periodically to reflect changes in job responsibilities and/or emphasis. It is not intended or implied to be an employment contract but is a communication tool to explain the responsibilities, advertise the job and identify performance measures and potential training needs.

I received a copy of this job description, and the responsibilities of my job were explained to me by the Board of Directors.

_____ Signature	_____ Printed Name	_____ Date
_____ Signature	_____ Printed Name	_____ Date

