



Job Description
Communications and Outreach Manager

Classification – Exempt

Salary:

\$52,000 - \$60,000 DOE

Reports to:

President & CEO

Date:

July 17, 2019

Job Summary

In support of MCF's mission, the Communications and Outreach Manager is an integral part of a team of professionals dedicated to serving Montana through philanthropy. Under the general direction of the President/CEO, the Communications and Outreach Manager works as a member of the Leadership Team in achieving the organization's objectives. The position is responsible for designing, planning and implementing all of the Foundation's marketing strategies, marketing communications, and public relations activities, both external and internal.

MCF's mission is accomplished through a strong team effort that focuses on collaboration, empowerment and professional excellence. MCF places equal emphasis on an employee's skills and an employee's attitude, recognizing the combination of exceptional skills and a positive, respectful attitude make MCF a special environment for its employees and constituents. To that end, our employees must have a positive attitude and engage in constructive and appropriate communication. Employees must treat their employer, its constituents and each other with respect at all times. Each employee is a vital part of MCF's team and plays an integral role in meeting our goals.

MCF's mission is to *Create a Culture of Giving so Montana Communities Can Flourish*. This mission is accomplished through a strong team effort that focuses on collaboration, empowerment and professional excellence. MCF places equal emphasis on an employee's skills and an employee's attitude, recognizing the combination of exceptional skills and a positive, respectful attitude make MCF a special environment for its employees and constituents. To that end, our employees must have a positive attitude and engage in constructive and appropriate communication. Employees must treat their employer, its constituents and each other with respect at all times. Each employee is a vital part of MCF's team and plays an integral role in meeting our goals.

Essential Duties, Responsibilities and Expectations

Marketing

75%

- Responsible for designing, implementing and assessing, with quantifiable measures, the Foundation's marketing efforts, to include communications and public relations, both external and internal. Primarily focusing on the following:

- Preserving wealth in Montana for Montana forever
 - Gift Planning/Legacy Building
 - Women's Foundation of Montana
 - Local Community Foundation Affiliates
- Develops content, designs and disseminates information through appropriate channels including print, electronic, and public relations.
 - Responsible for editorial direction, design, production and distribution of all Foundation publications. This includes production of the Foundation's newsletters, designing financial fund reports for constituents, and other publications as appropriate. A high level of writing proficiency is required.
 - Manages the Foundation's electronic media efforts including the Foundation's web site and social media efforts.
 - Directs and administers the Foundation's online community on its website including troubleshooting access issues for constituents.
 - Coordinates and grows media interest in the Foundation and ensure regular contact with target media and appropriate response to media requests.
 - Coordinates the appearance of all Foundation print materials such as letterhead, use of logo, brochures, etc.
 - Develops, coordinates and oversees programs, technical assistance and resource materials to assist professional advisors and local community foundations in the marketing, communications and positioning of their activities.
 - Ensures that the Foundation regularly conducts relevant market research and coordinate and oversee this activity. Monitor trends.
 - Leads projects as assigned, such as cause-related marketing and special events.

Resource Development

20%

- Develops, implements and assesses annual fundraising efforts focused on:
 - The Women's Foundation of Montana (in cooperation with the Women's Foundation Program Director)
 - Veterans Endowment
 - Scholarship Fund
 - Disaster Relief Fund

Special Projects/Other Duties as Assigned

5%

Education and Experience

- Experience working in a nonprofit sector.
- Minimum of 3 years' experience in marketing, communications or public relations with demonstrated success.
- Bachelor's degree required, preferably in marketing, communications, public relations or journalism.
- Experience working with volunteers is desirable.

Competencies

- Demonstrated skills, knowledge and experience in the design, execution, and assessment of short term (annual) and long-term (multi-year) marketing plans.
- Proven self-starter who thrives working in a team environment.

- Strong project management and organizational skills. Ability to use time effectively to prioritize and manage multiple projects with time-sensitive deadlines.
- Strong creative, strategic, analytical, organizational and interpersonal skills.
- Demonstrated successful experience working with the news media in garnering media coverage. Demonstrated experience writing press releases, making presentations and working with the media to pitch ideas that result in story creation/media coverage.
- Experience overseeing the design and production of print materials and publications.
- Experience managing web content, design and social media.
- Proven fund development experience.
- Highly developed, expert professional writing skills with the ability to tailor content to various audiences.
- Ability to translate data and insights into compelling, external storylines
- Strong oral and written communication skills.
- Competency in word processing, database management, social media, web design, and page layout.
- Impeccable attention to detail.
- Experience developing and managing budgets.

Work Environment

This job operates in a professional office environment. This role routinely uses standard office equipment such as computers, phones, photocopiers, filing cabinets, and fax machines.

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.

While performing the duties of this job, the employee is regularly required to talk or hear. The employee frequently is required to stand; walk; use hands to finger, handle, or feel; and reach with hands and arms.

This is a largely sedentary role; however, some filing is required. This would require the ability to lift files, open filing cabinets and bend or stand on a stool as necessary.

MCF is an equal opportunity employer.

Position Type/Expected Hours of Work

The Manager position is classified as a professional level, exempt position. This is a full-time position with accompanying benefits and responsibilities.

Travel

This position is based in Helena, Montana and requires out-of-town, overnight travel.

How to Apply

To apply for this position, submit **cover letter**, **current resume** and **three references** as a PDF to: daphne@mtcf.org. **Applications can only be submitted by email.** Review of candidates will begin August 5, 2019.