



Manager, Communications

\$75,000-\$80,000, based on experience and qualifications

FLSA Classification: Exempt, full-time (40 hours/week)

Office in Point Reyes Station with flexibility for partial remote

Applicants must reside or plan to reside in California

Start Date of November/December 2023 · Open Until Filled

West Marin Fund is a community foundation that inspires giving and mobilizes resources to enhance the long-term wellbeing and quality of life for all in coastal West Marin, California. The Fund provides grants and training for local nonprofits and convenes key stakeholders to help identify and fund equitable solutions to challenges facing people who live, work and visit in West Marin.

Position Summary

The Manager, Communications, plays an important role in furthering West Marin Fund's mission through implementing a vibrant communications strategy that engages diverse members of the community as donors, contributors, volunteers, and nonprofit representatives to enrich and advance the success and impact of the Fund.

Responsibilities

COMMUNICATIONS

- Create and implement a communications and social media strategy and plan with annual goals to engage diverse members of the community as contributors, volunteers, and nonprofit representatives to enrich and advance the success and impact of the Fund.
- Create compelling and engaging narratives for storytelling that unite and excite external audiences, donors and stakeholders on the mission, goals and impact of West Marin Fund.
- Generate press releases and pitch stories to the media, highlighting the impact and accomplishments of the Fund and its stakeholders.
- Generate and publish the annual report, newsletters, donor updates, stewardship collateral, social media postings, media articles and website content on digital platforms and/or in print, as appropriate.
- Advance outreach efforts to connect people in the broader community to the organization's mission and programs.
- Create graphics, videos and other multimedia content in collaboration with staff, consultants and vendors and in alignment with West Marin Fund style and branding for grant cycles, program activities, donor and community events, and multi-stakeholder collaborative processes.

- Analyze engagement data, identify trends in interactions and plan digital campaigns to build community online.
- Create style and communications guidelines. Provide as needed training and editorial review to staff and others to ensure best practices across organization.
- Collaborate with individuals, teams, committees and partners on development of communication messages and approaches.

DEVELOPMENT

- Partner with and support the ED and Development Chair in implementing donor communication strategies to realize the Fund's annual fundraising goals through a variety of giving channels.
- Ensure all donor communications are consistent with the Fund's written case for support; oversee changes to the case statement as needed.
- With input and support from the Fundraising Committee, develop and coordinate strategy, content, and schedule for end-of-year and summer fundraising campaigns.
- Coordinate implementation of outreach and communication plans for mid-level donors and below; carry out research; update records.
- Ensure acknowledgment letters for contributions are accurate and sent out in a timely manner; draft personalized messages for donors as needed.
- Prepare and submit funding applications and reports as agreed.
- Coordinate and attend Development Committee meetings, including logistics, agendas, materials, minutes, and follow-up support.

GENERAL

- Maintain constructive working relationships within the organization, among donors and advisors, and with other key stakeholders.
- Help ensure that daily communications and development operations are in alignment with organizational goals, governing policies, and applicable federal, state, and local laws and regulations.
- Participate in the implementation of evaluation methods and procedures to measure effectiveness of fundraising and communication initiatives.

Qualifications

EDUCATION

- Undergraduate or bachelor's degree preferred or equivalent education and experience.

EXPERIENCE

- Minimum of three to five years' experience working in a professional capacity managing and producing a range of organizational communications.
- In-depth knowledge of best writing, reporting and messaging practices for public information, marketing, and social media. Practiced at storytelling to create compelling messages.

- Strong written and verbal communication skills and high level of interpersonal skills: e.g., listening, empathy, willing to assist others, flexible attitude.
- Experienced in range of communications platforms and with producing graphics, videos and other multimedia content.
- Knowledge of rural communities in California, with preference for knowledge of West Marin.
- Strong decision making and problem-solving skills, with ability to take initiative and to accept direction or seek guidance.
- Bilingual English Spanish preferred.
- Adept at communicating with a range of audiences.
- High emotional maturity, with a proven ability to build partnerships at all levels
- Excellent attention to detail with track record of achieving results and meeting deadlines.
- Strong organization, project and time management skills.
- Culturally competent in working with individuals and groups of diverse racial and socio-economic backgrounds.
- Technologically savvy with proficiency in MS Suite (Excel, Word, Outlook), plus experience using databases, presentation software, shared project management tools, and remote meeting management.
- Ability to maintain confidentiality and respect for values-based work.
- Commitment to ongoing learning.
- Experience in writing funding applications a plus.

Remote Work

- Some flexibility for hybrid, in-person and remote, work.

COMPENSATION AND BENEFITS

- \$75,000-\$80,000, based on experience and qualifications
- Paid vacation, sick leave and HRA health benefits available from first day of employment
- Professional development opportunities and training

Work Environment/Physical Requirements

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

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 hold and reach with hands and arms. This position requires the ability to occasionally lift office products and supplies, up to 25 pounds.

Requesting Accommodations: West Marin Fund is committed to the full inclusion of all qualified individuals. As part of this commitment, The Fund will ensure that persons with disabilities are provided reasonable accommodations. If reasonable accommodation is needed to participate in the job application or interview process, to perform essential job functions, and/or to receive other benefits and privileges of employment, please contact jobs@westmarinfund.org

To Apply

Submit your resume along with a cover letter summarizing your interest and qualifications to jobs@westmarinfund.org with the subject line 'Manager, Communications Application'.

Work samples may be requested as part of application/interview process.

For more information about our work, please visit westmarinfund.org

No phone calls, no walk-ins, no recruiters.

West Marin Fund is an equal opportunity employer committed to diversity, equity and inclusion.