



Position Title: **Strategic Communications Manager**
Position Classification: Non-Exempt
Work Schedule: 40 hours per week
Supervisor: CEO
Updated: February 2019

Organization Description:

At Big Brothers Big Sisters of Utah, we believe that potential lives within every kid. For more than 40 years we have been united with volunteer mentors, under-resourced kids and their families, and other community partners to defend the potential of Utah's kids. Our core values are to: - prioritize child safety and positive youth development above all, - maintain high standards of quality and seek innovative improvements when possible, - focus on the people we serve and those who make it happen, and to strive to be a place where everyone feels they belong.

Position Description:

The Strategic Communications Manager (SCM) will lead and implement strategic internal and external communications plans that improve the awareness and understanding of the overarching Big Brothers Big Sisters of Utah mission and brand with various key audiences. The SCM will be responsible for writing compelling marketing copy for a variety of media, including but not limited to: web content, advertising copy, emails, and social media; and collaborate on cross-functional efforts to develop content plans throughout the organization. The SCM will develop and implement the necessary digital strategies to attract and engage new and existing clothing and cash donors and volunteers. The SCM also oversees the work of and manages relationships with several vendors who implement digital communications, and content management. The SCM will develop monitoring tools, measures of success and reporting to gauge and ensure the effectiveness of the Big Brothers Big Sisters of Utah and Friends of Big Brothers Big Sisters of Utah in reaching established goals.

Essential Functions:

- Responsible for strategic content development, execution and distribution to multiple channels, maintaining a professional look and feel, and implementing new functions to better serve target audiences
- Support all aspects of the coordination and creation of targeted communications, including the coordination of writing, editing, creative design and distribution
- Collaborate with vendors to implement and track multi-channel digital marketing
- Integrate social media strategies with forward-thinking content and communication plans across various outlets to amplify our message, engage stakeholders, and build new audiences.
- Identify and use KPI results to ensure marketing programs are maximized. Determine actionable solutions for continuous improvement
- Writes compelling copy for web, advertising, social, and email. Must be able to quickly turn around content and maintain a high level of professionalism and consistency.
- Design content for internal teams and senior leadership
- Integrate all digital activities and content to create a holistic, consistent experience.
- Support crisis and emergency communications as necessary
- Performs other related duties as assigned.

Required Competencies:

- **Critical thinking:** Ability to understand needs and diagnose/solve problems independently
- **Project Management:** Ability to manage multiple projects simultaneously ensuring information is complete and accurate, following up with others to ensure agreements and commitments have been fulfilled
- **Creativity:** Ability to create new and better ways for the organization to be successful. An eye for design and exceptional writing/editing skills.
- **Communication:** Planning and implementing communications that convey a clear understanding of the unique needs of different stakeholders
- **Technical Knowledge:** Ability to use various media to achieve maximum results with proven knowledge of content and channels.
- **Strategic Mindset:** Thinking ahead to future possibilities and translating them into breakthrough strategies.
- **Results-Focused:** Ability to maintain big-picture vision while directing work – tracking progress and adjusting as needed to meet KPIs
- Ability to work both collaboratively and independently on various projects

Minimum Qualifications:

- Requires a Bachelor's degree in a related area of assignment or equivalency (2 years related work experience may be substituted for 1 year of education).
- Applicants must demonstrate the potential ability to perform the essential functions of the job as outlined in the position description. Must have ability to travel throughout Wasatch front and occasionally throughout Utah.