

**COMMUNITY FOUNDATION OF GREATER FLINT  
POSITION DESCRIPTION**

**Position Title:** Communications Officer **Date Created:** January 19, 2022

**Department:** Finance and Administration

**Reports To:** Associate Vice President, Marketing & Communications

**Position Supervised:** None

**ORGANIZATIONAL OVERVIEW**

The Community Foundation of Greater Flint partners and leads by influencing and connecting generosity to Genesee County needs. CFGF helps donors support the causes they care about, today or through their estates. CFGF serves Flint and all of Genesee County including its community funds in Clio, Davison, Fenton, Flushing, and Grand Blanc. Its supporting organization, the Foundation for Flint, stewards the Flint Kids Fund in response to the Flint Water Crisis.

**GENERAL SUMMARY:**

The Communications Officer works closely with and under supervision of the Associate Vice President of Marketing and Communications to develop and implement communication and marketing strategies and tactics to connect and engage the Community Foundation's various audiences. The Communications Officer works to ensure the consistency of the Community Foundation's voice with an emphasis on impact and centering equity. They will have a demonstrated ability to work in a collaborative setting, effectively communicate around sensitive issues, a highly developed cultural awareness, and the ability to be an active listener.

**PRINCIPAL DUTIES AND RESPONSIBILITIES:**

**Content Creation.**

- Assists with the development of audience-specific messaging and promotes the use of key messages in all communications.
- Develops content across various digital and social platforms with an emphasis on persuasive collateral materials for events and development (fundraising) needs.
- Creates and edits print and digital content for core communications, including copy, graphics, photos, and videos for final approval by Associate Vice President, Marketing and Communications.
- Uses design and editing software for in-house graphic design projects, videos, and presentations with an emphasis on collateral materials for development (fundraising) needs.
- Ensures the consistency of the Community Foundation's voice and that all material abides by brand and cultural competency standards.

**Event and Development Support.**

- Provides communication planning and implementation for fundraising campaigns, events, and grant-related initiatives.
- Works with Foundation staff to develop communication timelines, create special invitations and/or appeal letters, printed programs, and presentations.

- Assists the Associate Vice President of Marketing and Communications and other Community Foundation staff to create and implement innovative and audience-specific strategies and messaging that increase the Community Foundation's value among donor partners.

#### **Digital Strategy and Tools.**

- Provide oversight of the Foundation's social media presence and website.
- Explore new strategies and tools to keep the Foundation on the leading edge of new media use.
- Track, analyze, and create reports to illustrate the effectiveness of tools and new audience and donor engagement.
- Use data and assessment to maintain and grow audiences across platforms.

#### **Media Relations.**

- Work in conjunction with the Associate Vice President of Marketing and Communications to write and distribute press releases.
- Assists in coordinating press conferences for major grant and/or gift announcements.
- Helps identify advertising and sponsorship opportunities to promote the Community Foundation among key audiences.

#### **Project Management.**

- Efficiently and effectively manage a variety of projects at once.
- Works with departments, creative partners, and vendors to develop and implement communications strategies.
- Assists with production and mailing oversight.

#### **KNOWLEDGE SKILLS AND ABILITIES REQUIRED:**

1. Bachelor's degree in communications, marketing, public relations, journalism, or other related fields.
2. Minimum 3 years of progressively more responsible professional experience in communications, marketing, public relations, or journalism. Experience and knowledge of the nonprofit sector and foundations preferred.
3. Ability to establish and maintain respectful and inclusive relationships with a diverse network of donor, nonprofit and community partners, including media contacts and vendors.
4. Experience with web content management systems and social media platforms.
5. Excellent verbal and written skills.
6. Record of success in conceptualizing and implementing communications goals and strategies.
7. Demonstrated project management skills and ability to meet deadlines. Ability to set priorities in a setting with multiple projects. A high level of organization and detail-orientations are musts.
8. Self-motivated with ability to make independent decisions.
9. Proficiency with Microsoft Office and Adobe Creative Suite. Understanding of graphic design, print and video production processes.

10. Experience with graphic design, photography, and basic video production.
11. Ability to contribute to a work environment that centers equity and where collaboration, respect and honesty are valued.
12. A sense of integrity and strong work ethic seasoned with humor and perspective.