

Big Brothers Big Sisters Columbia Northwest

Job Description: **Communications Manager**



GENERAL JOB INFORMATION	
Title:	Communications Manager
Reports To (Title):	CDO (Chief Development Officer)
Job Type:	Fund Development
Department:	Fund Development
FLSA Classification:	Exempt
Compensation Range:	\$55,000 - \$65,000 annually
Benefits:	Medical, vision, and dental benefits; generous PTO; flexible schedules and a positive, collaborative work environment.
Location:	SW Portland

CANDIDATE & ORGANIZATION SUMMARY
<p>Big Brothers Big Sisters Columbia Northwest (BBBS) is a private non-profit social-change organization affiliated with Big Brothers Big Sisters of America (BBBSA), an organization with more than 120 years of service to children facing adversity. Founded locally in 2002, BBBS serves youth ages 6 to 18 in the greater Portland, Oregon region including SW Washington. Our mission is to create and support one-to-one mentoring relationships that ignite the power and promise of youth.</p> <p>BBBS operates under the belief that inherent in every child is incredible potential. We know that our core one-to-one mentoring model changes lives and helps youth achieve their potential. Our mentoring model has been studied and improved upon for decades, and as a result, Big Brothers Big Sisters continues to be the gold standard of mentoring. In our region, our mentoring program has impacted thousands of lives. In 2023, we served over 459 youth including 353 matches, comprised of Littles, their Bigs (mentors), and their family members.</p> <p>Big Brothers Big Sisters Columbia Northwest was awarded the Quality Award for the year 2022 by Big Brothers Big Sisters of America. Only 32 out of 235+ BBBS sites across the country achieved this distinction in 2022.</p> <p>The Communications Manager leads strategic development and execution of tactics that build awareness, engagement, and support of Big Brothers Big Sisters Columbia Northwest. This position works within the Development department and works closely with all the organization’s teams to capture the impact of our work on youth and their families.</p> <p>The Communications Manager will create and implement an annual communications plan that supports key events, promotes critical partnerships, and broadcasts moments of mission success among various channels (press, media, social media, website, in-person, etc.).</p>

With assistance in direction and material provisions from Big Brothers Big Sisters' national office, the Communications Manager will build the Big Brothers Big Sisters Columbia Northwest brand to transform awareness into engagement – i.e. recruiting more mentors (Bigs) and encouraging first-time donations.

The position will develop and cultivate media partners in the community and explore opportunities for features segments and/or advertisements on television, radio, podcasts, and live events. Facilitate relations by providing poignant stories of youth and family impact through video, testimony, written stories, flyers, and materials as requested. Write letters to the editor and pitch stories to media.

ESSENTIAL DUTIES AND KEY RESPONSIBILITIES:

- Create a range of content that clearly demonstrates the value of BBBS CNW's mission and impact on youth, their families, and the greater community. Content includes written stories, blog posts, photos, videos, digital one-pagers and graphics, social media posts, marketing materials, proposals, advertisements, and more.
- Design visually engaging digital media both from scratch and from graphic templates provided by BBBS CNW and/or BBBS National.
- Manage organizational social media with planned posts that fit the annual communications planned and responsive posts based on current events and partner promotions. Analyze and track data to adjust content and strategy to meet goals.
- Be proactive interacting with program staff and matches in the community in order to find, assess, and draft stories that will communicate the power of mentorship.
- Attend various BBBS CNW and partner events and capture them through photography. Work with staff and volunteers to gather additional photos as needed.
- Collaborates with a wide range of constituents, internal and external, including manager, staff from different departments, business partners, media partners, vendors, and volunteers.
- Tracks multiple projects and deadlines consistently throughout the year, consistently executing work on time and at a high level. Able to balance attention to month-long projects as well as fast responses to emails, social media posts, and phone calls when needed.
- Understands and supports the mission of BBBS CNW to create and support one-to-one mentoring relationships that ignite the power and promise of youth.
- Firmly behind organizational initiatives to grow Justice, Equity, Diversity and Inclusion through self-awareness, learning, and being accountable to a code of conduct.

QUALIFICATIONS:

- Strong passion and belief in the mission of Big Brothers Big Sisters.
- Excellent writing and verbal communication skills.
- Strong organizational skills.
- Ability to work in a fast-paced work environment with consistently fast response times.
- Relationship builder with the flexibility and sensitivity to balance the perspectives of others.
- Sincere commitment to work collaboratively with all constituent groups, including staff, volunteers, donors, program participants, elected officials, community partners and other supporters.

- Able to work independently and take initiative.
- Enjoys creating and implementing new initiatives.
- Highly organized and detail oriented.
- Skilled at multi-tasking and handling potentially stressful situations calmly.
- Strong commitment to public service and social justice.
- Desire to work in a growing nonprofit organization.
- Ability to adapt.
- Creativity and commitment to excellence are highly valued.
- Strategic thinker and problem-solver.

PREFERRED ATTRIBUTES:

- Strong computer skills, with proficiency in Microsoft Office and Outlook Suite preferred.
- Experience with Blackbaud, Canva, Wordpress, MailChimp, and email marketing tools preferred.

COMMITMENT TO DIVERSITY:

Our goal is to be a diverse workforce that is representative of the community we serve. At Big Brothers Big Sisters Columbia Northwest (BBBS CNW), we are committed to providing an environment of mutual respect where equal employment opportunities are available to all applicants and colleagues without regard to race, color, religion, sex, pregnancy (including childbirth, lactation, and related medical conditions), national origin, age, physical and mental disability, marital status, sexual orientation, gender identity, gender expression, military and veteran status, and any other characteristic protected by applicable law. BBBS CNW believes that diversity, equity, and inclusion among our colleagues are **critical to our success** as a social change organization and we seek to recruit, develop, and retain the most talented people from a diverse candidate pool.

INTERESTED? APPLY NOW!

Please email resume and cover letter to HR@bbbsnorthwest.org. For more information about us, please visit: <https://itsbigtime.org/>.