Manager, Communications

Reports to: Chief Communications & Strategy Officer  Department: Communications
Location: Remote or Alexandria, VA  Salary: Commensurate with Experience & Locality
FLSA: Exempt

POSITION PURPOSE
CHC: Creating Healthier Communities builds stronger, healthier communities by empowering people to take action and bringing people together. We work with companies, organizations, and nonprofit partners to raise awareness and financial resources for health and wellbeing through workplace giving campaigns, grants, cause marketing, employee engagement, events, strategic corporate partnerships and more.

The Manager of Communications will work closely with the Chief Communications and Strategy Officer (CCSO) to develop and execute communications strategies to align with the organization’s business goals.

ESSENTIAL FUNCTIONS
- Manage CHC’s social media (LinkedIn, Facebook, Twitter) and digital platforms (such as Google Grants, Adwords).
- Work with CCSO on plans and executing targeted marketing, including but not limited to interfacing directly with nonprofit partners and vendors on plans and assets; creating content calendars/schedules, monitoring budgets, and executing paid and organic digital and social media.
- Manage and send CHC newsletter and email marketing for special communications including events, convenings and CEO communications, by utilizing Stratus Click Dimensions and providing first drafts to the CCSO.
- Support CHC website(s) by developing and designing new content, maintaining functionality, recommending and implementing improvements, and keeping branding, programs, and products up to date. (Working with web developer.)
- Write copy for all communications and marketing channels.

KNOWLEDGE, SKILLS AND ABILITIES REQUIRED TO PERFORM THE WORK
- Bachelor’s Degree with minimum of 5 years of related experience.
- Experience with multi-channel communications (PR, social media, web, email, etc.).
- Experience with major social media platforms, including analytics and business tools.
- Experience in nonprofit setting preferred, but not required.
- Experience in managing ROI-based paid social media and developing digital communication plans.
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- Ability to interpret metrics on google, website, social media and digital campaign results.

QUALIFICATIONS
- Excellent communication skills, both verbal and written, and editorial judgment
- Detail-oriented with strong organizational and project management skills
- Ability to handle multiple projects simultaneously and adapt to changing priorities
- Positive, dependable, energetic self-starter who works well with others
- Excellent computer skills, including Microsoft Office (Word, Excel, PowerPoint, Outlook) are required
- Possible ability to travel, though travel is minimal and mostly local; occasionally nationally for events as needed.

WORK ENVIRONMENT
This job operates in a remote office setting environment. This role routinely uses standard office equipment such as computers and phones with heavy utilization of Microsoft Office Teams, Zoom and WebEx formatted meetings.

PHYSICAL REQUIREMENTS
Position requires the individual to sit or stand as needed and may include lifting boxes up to 20 lbs.

Organizational core values: impact, innovation, integrity, team, inclusion.

It is the policy of CHC: Creating Healthier communities to provide equal employment opportunity to all qualified individuals without regard to their race, color, national origin, religion, sex, gender identity (including gender expression), sexual orientation, disability, age, marital status, family/parental status, or any other characteristic protected by law, in all personnel actions. CHC is a forward-thinking organization and promotes from within.

All employees are required to satisfactorily perform the essential duties and responsibilities of their positions. The essential duties and responsibilities listed above are not intended to be construed as an exhaustive list of all responsibilities, duties and skills required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions of the job.