



PPRA Job Bank Form

Position:	Director of Communications
Organization:	Mazzoni Center
Job Description/Requirements:	<p>The Director of Communications is a member of the CEO's senior team and directs and manages the organization's internal and external communications, marketing, and media relations program with the goals of sustaining and increasing public awareness, engagement, and financial support. Serve as agency spokesperson with the public and creates content with senior team to educate multiple constituencies.</p> <p>Requirements:</p> <p>Bachelor's degree required; Masters or advanced degree preferred. Design applications required; knowledge of CRM required; Knowledge of fundraising communication strategy best practices; Knowledge of email management systems required.</p> <p>Minimum of eight years of experience in writing, public relations, marketing, or journalism; Management experience required; Excellent public speaking and project management skills; Strong knowledge of digital/social media. Knowledge of and strong interest in LGBTQ, health, and legal issues preferred.</p> <p>Primary Responsibilities:</p> <p>Media and Public Relations - Establish and manage organizational creative content, consistency, style, to ensure readability for general and targeted audiences; Facilitate message development for agency, pitch stories, create and meet media goals; Manage and cultivate relationships with the media, oversee documenting media requests, and provide media training for staff and board members; Serve as a public face at select community, government, and Mazzoni events, and participate as a team member at fundraising and marketing activities with the public; Provide regular outreach to key leaders, partners, and community members; Evaluate and mentor the writing of Development and Marketing team keeping an eye for brand, style, and content.</p> <p>Marketing and Branding - Develop and implement plan for communications and marketing; Coordinate the development of the brand refresh with the CEO and other staff for Mazzoni Center's virtual, print, and physical spaces; Maintain and update agency's style guide; Manage marketing plan budget with recommendations on effectiveness and results.</p>

	<p>Web and Social Media - Oversee and manage the content, planning, calendaring, and project management goals of the website, social media, electronic communications, print, and media activities; Identify, manage, and evaluate metrics, surveys, and reporting for web and social media presence and media coverage; Oversight on external and internal communications coordination including agency's presence on the web, social media, print, and media; and, Address increased demand for internal communications by implementing a tool such as an Intranet system.</p> <p>General Management- Manage projects and relationships with vendors and contractors; Apprise staff of major media developments in related fields; and, Oversee Mazzone Center's archiving projects which include both historical and routine current media activities (e.g., print media, photographs, video, etc.).</p> <p>Core Competencies and skills: Exceptional writing, editing, and speaking skills with ability to explain complex concepts; Experience using web, social media, and email to generate attention and engagement; Evaluation of media and communication strategies; Ability to operate within fixed deadlines while multi-tasking; Ability to build and maintain relationships in an extremely complicated system and work with very diverse constituencies; and, Project management competency, and public speaking are essential.</p>
<p>Contact Information:</p>	<p>Please send one PDF containing the following three sets of items: a cover letter addressed to Perry Monastero, Director of Development and Marketing, two writing samples (e.g. a blog post and an article, or a web email and a press release, etc.), and your resume to the following two emails: pmonastero@mazzonicenter.org and resumes@mazzonicenter.org. Position will be open until filled and applicants will not be contacted prior to July 18, 2017.</p>
<p>Special Notes:</p>	