

Position: Director of Communications

Organization: HumanGood/Presby's Inspired Life

Position Description:

At HumanGood/Presby's Inspired Life, we take great pride in providing exceptional senior living experiences to more than 3,000 adults 62 and better throughout the greater Philadelphia area. From residential retirement living to Life Plan Communities and Affordable Housing, it's exceptional, without exception — for all.

General Responsibilities

Creates and sustains a leading position for HumanGood/Presby's Inspired Life in the regional senior living and long-term care market, effectively articulating the organizations brand. Maintains the favorable public image for the mission, the Office of Philanthropy and various other programs of the organization by providing leadership for and coordination of print and web-based public relations and communications initiatives. Provides exceptional customer service in support of Service from the Heart.

Essential Duties

1. Oversees Presby's Inspired Life website development and maintenance; manages content to ensure an accurate and engaging presence.
2. Plans and executes a corporate communications plan to keep constituencies informed of the organization's programs and accomplishments.
3. Writes, edits and coordinates the production of the annual report, newsletters, press releases, e-blasts, FAQs, the web site and other communications collateral materials.
4. Maintains responsibility for the development and management of website content; works congruently with the Sales and Marketing teams, community administrators and vendors to promote accuracy, timeliness and appropriate messaging of all material.
5. Provides ongoing public relations training to volunteer leaders, team members and other pertinent stakeholders.
6. Works collaboratively with the community administrators and the Executive Director of Marketing and Sales to develop and implement strategies to maximize the effectiveness and alignment of public relations, branding and communication functions throughout Presby's Inspired Life; integrates messaging in all communications.
7. Assists and participates in the coordination of special events as assigned; maintains responsibility for media engagement accordingly.
8. Provides support to donor-related messaging to facilitate progressive cultivation and stewardship activities.
9. Contributes to the progressive development of the "Partners in Caring" employee giving program by supporting the creation of presentations, talking points and promotional materials.

10. Prepares and keeps current Presby's Inspired Life fact sheets, speeches and presentations.
11. Manages crisis communications when needed through the ongoing development of the Crisis Communications plan, the creation of press releases and official statements; may be called to serve as the official media spokesperson for the organization, in collaboration with Senior Leadership.
12. Directs multiple vendors and other communications-related contractors.
13. Supports the conceptualization and development of fundraising documents including case statements, annual reports, formal proposals and solicitation materials.
14. Acts as a liaison with churches and community organizations; represents Presby's Inspired Life as a speaker of participant at community events.

Basic Qualifications

Education/Training: Bachelor's degree required, preferably in business or liberal arts is required. Must have a valid driver's license.

Skills:

- Analytical – conducts research and analyzes data; synthesizes complex or diverse information into language understood by general public; design workflow and procedures.
- Problem solving – identifies and resolves problems in a timely manner; gathers and uses information skillfully; works well in group problem-solving situations.
- Project management – develops project plans; coordinates efforts of project participants; completes projects on time and within budget.
- Interpersonal skills – focuses on solving problems, maintains confidentiality; listens to others without interrupting; maintains a professional demeanor at all times; gives and welcomes feedback; puts success of team above personal interests; open to others' ideas and suggestions, demonstrates creativity and passion.
- Personal Development – assesses own strengths and weaknesses; pursues development and growth opportunities; shares expertise with others.
- Oral communication – speaks clearly and persuasively; listens and obtains clarification if needed; responds well to questions; demonstrates group presentation skills.
- Written communication – writes clearly and informatively; self-edits well for spelling and grammar; uses varying writing styles that suit purpose/audience; present numerical data effectively.
- Leadership – exhibits confidence in self and others; inspires and motivates others to perform well; gives appropriate recognition to others.
- Technical skills – demonstrates efficacy in the use of personal computers and related software applications.

Experience: Minimum of five years' experience, preferably in the non-profit sector. Professional portfolio documenting publication, design and writing experience required.

We offer a comprehensive compensation and benefits package and family-like work environment focused on customer service. If this sounds like the type of opportunity and the organization for you, ask yourself – are you ready to be inspired?

For more information, please visit our website at www.presbysinspiredlife.org

We are an Equal Opportunity Employer.