

Position Title: **Communications Manager**

Direct Supervisor: **Programs Director**

**Full-time Position**

## **I. GENERAL DESCRIPTION**

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The Communications Manager will be responsible for the design and delivery of content aimed at current and potential users of services (victims of sexual and/or domestic violence), external and internal stakeholders, and the community at large. This position reports to the Programs Director, may supervise program interns as appropriate, and works both independently and collaboratively towards the mission and vision of the organization.

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## **II. MUTUAL RESPONSIBILITIES**

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- A. Conduct all employment related responsibilities in accordance with the Mission, Vision, and Guiding Principles of, and as directed by the policies and procedures outlined by the WRC.
  - B. Ensure continuity of services by sharing On-Call responsibilities as assigned.
  - C. Meet weekly with supervisor, participating in the WRC's on-going Communications & Performance Evaluation Plan. Communicate clearly and timely issues of performance with supervisor.
  - D. Support the community's accessibility to agency services by participating in day-to-day operations at the Administrative & Counseling Offices (1217 Grove).
  - E. Carry out other duties as assigned by direct supervisor or the Executive Director.
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## **III. JOB RESPONSIBILITIES**

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### **A. Community Engagement – Communications**

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- 1. Design, create and produce publications as directed to raise awareness of and access to services for victims of sexual and/or domestic violence.
  - 2. Draft, finalize, and distribute press released to local and statewide media outlets.
  - 3. Write, edit and distribute communications materials appropriate for different target audiences, from experienced professionals to the general public.
  - 4. Monitor and report on news activity related to the organization's mission.
  - 5. Coordinate and produce internal staff/volunteer bulletins, and other publications including the Annual Report.
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### **B. Direct Services**

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- 1. In the absence of the Office Manager, serve as back-up at the administrative office: receiving visitors, directing callers to appropriate persons or places, answering telephones and ascertaining the nature of business. Provide crisis intervention to callers and clients as appropriate, completing and submitting appropriate documentation.
  - 2. Provide crisis intervention, including information and referral, to any victim disclosing violence on a WRCNRV social media or website platform.
  - 3. Refer victims disclosing violence to WRC staff or community services as appropriate.
  - 4. Attend Direct Services Program Meetings as assigned.
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### **C. Website and Other Digital Media**

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- 1. Take the lead in researching and coordinating digital communications activity and presence, including the website, Internet, and social media.
- 2. Increase presence as appropriate on digital platforms.

3. Work with staff to develop and collect clear, accurate and engaging content (in written, image, audio, video and social media) to highlight available services to victims of sexual and/or domestic violence.
4. Gather website performance metrics / information and track traffic. Interpret the data to highlight effective and ineffective sections of the website, monitoring campaigns, and provide evidence to support future changes.
5. Lead on the development and refinement of digital use policies.
6. Develop and implement the communication elements of the organization's Strategic Plan.
7. Provide digital leadership advising on better use of digital channels and tools and on social media.
8. Lead key projects to improve web and Internet content and functionality.
9. Provide staff training on the systems and produce user-friendly support documentation.

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D. Technology Support

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1. Coordinate technical assistance with the Office Manager and Executive Director as necessary.

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E. Grants Management

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1. Review relevant workplan(s) with Program Coordinator annually.
  2. Ensure ongoing implementation and evaluation of workplan(s).
  3. Complete and submit regular grant reports as directed.

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F. Program Reporting System

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1. Maintain appropriate records and statistical information.
  2. Ensure that service data is entered into Vadata monthly.
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## IV. QUALIFICATIONS

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- A. Bachelor's degree in communications, marketing, or related field and one year of related experience.
- B. Must have an understanding of the issues of sexual and domestic violence.
- C. Experience in relevant software: i.e. WordPress, Constant Contact or other email marketing, Adobe Creative Cloud, and SEO logistics.
- D. Ability to work independently.
- E. Ability to provide crisis intervention.
- F. Ability to lift up to 20 lbs and go up/downstairs.
- G. Ability to utilize computer programs including word-processing and spreadsheets.
- H. Ability to deliver WRC services in a culturally sensitive manner.
- I. Ability to work some evening, weekend, and holiday hours.
- J. Driving is an essential function of this position. Must have reliable transportation, a valid driver's license, and be insurable through the WRC's insurance policy.

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**Certification of receipt of this job description**

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Employee Signature

Date

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Supervisor Signature

Date

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Executive Director Signature

Date