

## Job Description

### Manager of Communications

#### Position Summary

The Manager of Communications is an exciting leadership opportunity for an individual who is entrepreneurial, collaborative, and passionate about social change. This position will spearhead all communications and marketing efforts to support Norwalk ACTS continued growth. The Communications Manager will build and manage effective partnerships with key stakeholders and execute a strategic communications plan to build awareness of the organization's impact. This team member will be an individual of the highest integrity, who is enthusiastic to tell our story, an excellent convener who is compelled to advocate and represent Norwalk ACTS and its mission. This exceptional opportunity is for an experienced, energetic, and ambitious leader to take a hands-on role in shaping the future of this growing organization.

#### Reports to Deputy Director

#### Key Responsibilities

##### Marketing & Communications

- Plan, organize and implement a results-driven marketing and communication strategy across all relevant media, digital, and social platforms in support of Norwalk ACTS Initiatives & Cornerstones
- Design engaging content that enhances the organization's visibility with consistent branding and messaging
- Produce monthly newsletters – develop content, design, and distribution
- Perform ongoing management of website and social media platforms
- Lead the the creation of the annual impact report, including design, content, and accompanying letters and messages
- Create and copy edit Norwalk ACTS flyers, presentations, and internal documents to create a unified look and theme
- Develop and manage event promotions in collaboration with other staff
- Write press releases and promote them with local news media outlets

##### Relationship & Event Management

- Responsible for planning/logistics of events (e.g. quarterly convenings, donor receptions), supporting community events, and curating event-appropriate materials and supplies for all events
- Co-design opportunities with community engagement coordinator that strengthen relationships between potential, new, and long-term members through a structured new member onboarding process and consistent relationship-building opportunities
- Track, analyze, and report on digital marketing analytics and event engagement data to inform communications strategies

##### Operations

- Responsible for managing database information for funders, board members, and Norwalk ACTS members

- Manage a segment of the organization's work in Salesforce, including inputting leads, and contacts, managing multiple mailing lists, supporting the Memorandum of Agreement (MOA) process, and membership engagement tracking
- Track and log attendance for Norwalk ACTS meetings, follow up with missing members and RSVPs
- Manage production of print materials (e.g. flyers, reports)

### **Essential competencies and qualifications**

The requirements listed below are representative of the knowledge, skills and abilities required to satisfactorily perform the essential duties and responsibilities.

- Associate degree in related field and/or a minimum of 5 years combined experience in communications and marketing field
- Experience with graphic design (e.g. Canva, photoshop), video editing, social media marketing tools (e.g. Hootsuite), website management (e.g. WordPress), email marketing (e.g. Constant Contact), and the ability to track and report on communications analytics across multiple platforms. Willingness to learn and embrace software tools such as needed (e.g. Zapier)
- Excellent computer skills including in-depth knowledge of all Microsoft Office, G-Suite, and Zoom (or similar video conference platforms). Experience with CRM data systems, Salesforce experience strongly preferred.
- Strong organizational and project management skills and attention to detail
- Excellent written and verbal communication skills; this includes an ability to communicate effectively, respectfully, and in a timely manner with a broad spectrum of individuals including but not limited to community members, cross-sector leaders, and funders.
- Knowledge of the Norwalk community. Candidates must understand the challenges and barriers faced by marginalized communities, including but not limited to race, ethnicity, class, ability, immigration status, gender, and their intersections, and have experience engaging with and working alongside communities of color
- Self-starter with the ability to anticipate needs and take initiative, work independently to organize, set priorities, and coordinate activities among many stakeholders.
- Function well in a fast-paced work environment where teamwork is essential.
- Legally able to work in the United States and provide information to complete the I-9 form

### **About Norwalk ACTS**

Norwalk ACTS is a collective impact, nonprofit organization that provides a common framework for community collaboration. Working together, across sectors, we aspire to measurably improve the academic, social-emotional, and physical health of all children in Norwalk, CT from cradle to career. Our mission is to collectively transform systems by ensuring resources, policies, practices, and power structures actively dismantle racism and drive equitable outcomes for every Norwalk child and young person.

### **Physical Requirements**

The employee is regularly required to communicate clearly, in oral and written formats, with others in person, over the phone, and via other devices. The employee must be able to transcribe, read extensively, prepare and analyze data, and constantly operate a computer and other standard office machinery. The employee is required to regularly travel to offsite locations to set up presentations and displays. Out-of-town travel to conferences may be required.

**Salary**

\$80,000-\$86,000 per annum

**Benefits**

This position is an exempt, salaried full-time position (37.5 hours/week). This position is eligible for employee benefits that includes medical, dental, and vision insurance for employees and dependents, matching 401k plan, as well as competitive paid time off policies. Flexible schedule, including remote options. Opportunities for travel and professional development. Fast paced, warm, supportive, and nurturing workplace culture!

**To apply for the position, please email a brief cover letter and your resume to [info@norwalkacts.org](mailto:info@norwalkacts.org)**