POSITION: MARKETING AND COMMUNICATIONS MANAGER  
(BILINGUAL ENGLISH/SPANISH REQUIRED, BILITERATE PREFERRED)

PROGRAM: FUND DEVELOPMENT, COMMUNICATIONS AND MARKETING

Community Bridges envisions a thriving community where every person has the opportunity to unleash their full potential. Our family of ten programs delivers essential services, provides equitable access to resources, and advocates for health and dignity across every stage of life.

POSITION DESCRIPTION:
Under supervision of the CEO and with the support of fund development team, the board of directors, and management team, the Marketing and Communications Manager implements the organization’s strategic direction for internal and external communication that includes giving from individuals, foundations and corporations. The manager leads the identification, engagement, cultivation, solicitation, and stewardship of current and prospective donors and funders to sustain and expand financial support and connection to the work of Community Bridges (CB).

The manager’s role is to manage the fund development team made up of an Administrative Analyst and a Grant Writer to execute the coordination and implementation of Community Bridges’ overall fundraising activities including the communications and fundraising plans. Additional duties as assigned.

DUTIES & RESPONSIBILITIES:
1. Under the direction of the CEO, develops strategic vision and strategy for short and long-term fundraising and marketing goals for the agency through the annual philanthropy and communication plans.
2. Supervises the Community Bridges grants program including the Grant Writer to identify, select, and prepare grant applications.
3. Manages all fundraising campaigns, and supervises the Administrative Analyst, who helps with the gift acknowledgment, tracking and stewardship process.
4. Writes, edits, and produces engaging agency communications, including annual reports, fundraising collateral, press releases, newsletters, and brochures; Works in conjunction with management team and staff on production and distribution of all.
5. In coordination with the CEO manages daily communications across the agency, including drafting press releases, social media management, and following up with reporters.

6. Oversees major changes to the website and maintains engaging image driven design.

7. Presents monthly progress to the management team, philanthropy committee, and board of directors. Serves on the agency’s management team and when requested provides trainings on development functions such as communications and marketing practices and principles.

8. Maintains written office procedures manual for development, communications and marketing activities. Develops procedures, methods and systems as directed.

9. Assists the CEO with identifying, recommending and recruiting committee members, volunteers, board members, and consultants for the philanthropy committee.

10. Develops and maintains effective working relationships with other agency staff members and with representatives of funding sources, governmental and community organizations, and others in regular contact with the agency.

11. Uses judgment and discretion when dealing with information gained during the course of work; maintains confidentiality as required.

*Job descriptions are intended to be illustrative only; they are not designed to be restrictive or to define each assigned duty and responsibility. In an organization of this nature, each employee is expected to perform such duties as necessary to fulfill the stated goals of the agency.*

**MINIMUM QUALIFICATIONS:**

- Two years of professional marketing experience;
- Must have at least one year of demonstrated experience in performing similar work, preferably in a public or non-profit setting, or educational equivalent;
- Excellent writing, proofreading and verbal skills; experience with press releases, grants, marketing materials, reports, and correspondence;
- Understanding of marketing, communications and public relations practices;
- Outstanding skills in oral communication and public relations. In particular, the ability to give motivational public presentations, be at ease in myriad social situations involving donors, and interface comfortably with corporate and foundation contacts;
- A keen eye for design and Expert level skills in MS Office and Adobe Creative Suite or Cloud;
- WordPress knowledge and web content development;
- Expert level social media expertise using Facebook, Twitter, LinkedIn, and Instagram; including data analytics, tracking and reporting functions. Including KPI’s and ROI;
- Knowledge of the principles and practices of nonprofit administration, including human service issues and social science research;
- Strong interpersonal skills to interact effectively with a wide range of staff, donors, funders, clients, volunteers, etc.;
• Strong organizational skills, attention to detail, and experience in managing complex and multi-dimensional projects.

**Ability to:**
• Research and analyze marketing and communications trends and best practices, and to recommend changes to practices based on this knowledge;
• Research, interpret and analyze data, including knowledge of Google Analytics, Google AdWords, Facebook Insights, and Hootsuite;
• Effectively and independently organize assigned tasks and work within deadlines; able to prioritize and manage a multifaceted workload with self-motivation, under general supervision;
• Use tact and discretion in handling a variety of sensitive and confidential matters;
• Develop and maintain good working relationships by dealing tactfully, cooperatively, effectively and respectfully with partners;
• Coordinate and supervise the work of staff and volunteers;
• Communicate effectively and respectfully with people from different racial, ethnic and cultural groups and from different backgrounds and lifestyles; demonstrates a knowledge of and sensitivity to their needs.

**OTHER REQUIREMENTS:**
• A BA/BS in marketing, public administration, business, communications, journalism or related field and at least two years direct experience fundraising for nonprofit institutions, or an equivalent combination of education and experience.
• Experience in photography and video production is a plus.
• Must be willing to work evenings and weekends as required.
• Background with human services desirable.
• Must possess a valid California Class C Driver's License, drive a motor vehicle incidental to the performance of the work, and be insured.
• Must pass criminal background check and maintain a clean record.
• Must be able to routinely lift up to 25 lbs as needed.
• Must be able and willing to work on a computer station for full workdays.
• Appreciation of and commitment to further the mission, values and goals of Community Bridges.
• Bilingual English/Spanish required, biliterate strongly preferred.

We screen all applicants, require background checks on final candidates consistent with funding regulation requirements and are a Drug-Free Work Place.
RATE OF PAY AND HOURS:

- This is a regular, exempt, 40 hr/wk position in a family-friendly work environment.
- The agency salary pay range for this position is $63,000-$88,000/yr, depending on education and experience (plus a .40/.10 per hour bilingual/biliterate differential after passing a test administered by the HR department).
- Hours of work are typically 9AM-5PM, Monday-Friday, Actual hours vary as needed.

BENEFITS:

- For employee: shared cost medical, dental, vision, life insurance and Employee Assistance Program. This benefit package is valued at $9,510/year.
- First year: 16 vacation days and 10 holidays, with accrual based on 40 hr/wk.
- Sick leave: Eight hours/month, with accrual based on 40 hr/wk.
- May be eligible to earn up to 4 Wellness Floaters per year after satisfying all eligibility requirements.
- 401(k) Retirement Plan: Agency matches employee contribution up to 1% of annual salary upon completion of six month employment, effective during open enrollment period.
- Flexible Spending Account (FSA).
- Dependent Care Reimbursement Program.
- Paid lunch.

TO APPLY:

- Please submit the following documents by email (hr@cbridges.org), fax (831-688-8302), or in person:
  - Your Community Bridges employment application, which may be downloaded from our website at https://communitybridges.org/employment/.
  - A résumé with 3 references
  - A writing sample of no more than three pages from a successful grant you wrote or materials from a successful marketing campaign
  - A copy of your college transcripts

- Please turn in these materials to Community Bridges by the first screening date of Tuesday, January 29, 2019 at 12 noon. Position will remain open until filled. Incomplete application packages will not be accepted. If you have any questions, please call 831-688-8840, Ext. 200.
COMMUNITY BRIDGES IS AN EQUAL OPPORTUNITY EMPLOYER. Applicants shall not be discriminated against because of age, ancestry, color, religious creed, denial of Family and Medical Care Leave, disability (mental and physical), marital, familial or parental status, medical condition, genetic information, military and Veteran status, national origin (including language use restrictions), race, sex (which includes pregnancy, childbirth, breastfeeding and medical conditions related to pregnancy, childbirth or breastfeeding), gender, gender identity, and gender expression, political affiliation or sexual orientation.