



## **Manager of Marketing, Communications & Events Position Description**

### **About the Community Foundation for Northern Virginia**

Founded in 1978, the Community Foundation has been the premier charitable partner trusted by thousands of generous Northern Virginians for decades. Our mission is to advance equity through philanthropy and community leadership. Comprised of donor advised funds, permanent funds, giving circles, and other charitable endowments, the Community Foundation's vision is to build a community that works for everyone. Our Community Foundation serves the entire region, including Arlington, Fairfax, Loudoun and Prince William Counties and the Cities of Alexandria, Fairfax, Falls Church, Manassas and Manassas Park.

We are an Equal Opportunity Employer and provide equal employment opportunities to all employees and applicants for employment without regard to race, religion, sex, national origin, age, sexual orientation gender identity or expression, veteran status or disability. We encourage people from diverse backgrounds to apply.

**Title:** Manager of Marketing, Communications & Events

**Location:** Fairfax, VA 22030 / Hybrid

**Reports to:** Vice President of Marketing & Events

**Terms:** Full Time Exempt

### **Job Duties:**

The Manager of Marketing, Communications & Events designs and manages the Community Foundation's digital content, advertising, and communications activities; writes promotional communications and marketing copy for marketing campaigns; develops / creates / maintains the Community Foundation's website content, bi-monthly newsletters and story bank, and develops and disseminates press releases for local, regional and national earned media placements. The Manager will respond to media inquiries and cultivate relationships with members of the media. The Manager supports the development, production, and delivery of Community Foundation's events. This position reports to the Vice President of Marketing & Events.

The Manager of Marketing, Communications & Events will work collaboratively across teams to execute communications and marketing strategies to grow community and prospect awareness with key publics, to drive the Foundation's mission and business objectives. The Manager will support the organization's growth, visibility, revenue generation, and strategic priorities primarily through content creation and maximizing the use of digital and legacy marketing tools.

The ideal candidate will exhibit a working understanding of CRM tools, email marketing technology, social networking tools, and donor/audience acquisition strategies. They will possess a natural attention to detail, solid writing and reporting skills along with the ability to analyze and interpret data to inform decision making, and a willingness to adapt tactics to achieve organizational objectives.

## **1. Digital Marketing & Communications**

- Develop the Community Foundation's digital marketing strategy to align with its overarching strategic marketing and communications plan, including its digital advertising through Google and Social Media platforms and its external communications calendar. Present strategic guidance and direction to increase the organization's SEO and build reach and engagement with the community.
- Maintain and manage all website content.
- Manage the Community Foundation's social media presence and reach, including LinkedIn, Facebook, YouTube, and Instagram.
- Design and distribute the Community Foundation's MailChimp e-mail blasts and newsletters.
- Manage annual advertising budget and oversee external consultants to develop text and display ads and maintain the Community Foundation's Google Ad and AdGrant Accounts.

## **2. Press Management**

- Maintain media contact list, targeting local, regional, and national sources for the Community Foundation's leadership initiatives and impact stories.
- Prepare and issue press releases (one to two per quarter); follow-up phone and email communications to encourage press and media coverage and promotion of the Community Foundation, its news and events.
- Develop asset-framed, creative impact stories about Community Foundation grantees, donors and community.
- Maintain photo and video image files to facilitate print and digital media requests.

## **3. Community Events:**

- Assist the Vice President of Marketing & Events with the development, onsite and pre- and post-production logistics for the Community Foundation's annual Gala, its mission critical fundraising event.
- Assist the Vice President of Marketing & Events to plan and prepare for the following events:
  - Shape of the Region Conference
  - Insight Region Report Launch Events (2 per year)
  - Community Impact Celebration Events (2 per year)
  - Community Conversation or other Community Leadership events
  - Holiday Party
  - Other events
- Support the Community Foundation staff members to prepare for giving circle events or local convenings as needed.

## **4. Administrative:**

- Support and assist the Community Foundation's President and CEO with administrative tasks, including but not limited to: e-mail and calendar maintenance; public appointments and presentations; Board Meeting document preparation and minutes; and other support as needed.
- Maintain quarterly dashboard analyzing Community Foundation's marketing progress against goals.
- Maintain quarterly metrics on the Community Foundation's digital and print media placements for archival purposes.
- Utilize and update CSuite – the Community Foundation's database - with lists from event attendance, the media, grantees and more.
- Support Community Foundation staff as needed with their communications requests.

**Behavioral Competencies**

- Self-starter, able to work independently, and entrepreneurial; enjoys creating and implementing new initiatives.
- A strong track record as an implementer who thrives on managing a variety of key initiatives, concurrently.
- Sincere commitment to work collaboratively with all stakeholder groups, including staff, board members, donors, prospects, grantees, volunteers, and vendors

**Qualifications**

- Background in Marketing, Communication, Nonprofit Management or other related discipline.
- Strong communication skills.
- Experience with digital marketing and communications services including website editing, social media management, organic and paid digital advertising strategies and search engine optimization.
- Direct experience with Google AdGrants a plus.
- Proficient in Microsoft Suite Office, specifically Word, Excel and Power Point.
- Creative and Flexible.
- Customer service oriented.
- Organized and detail-oriented, with an ability to prioritize time-sensitive assignments.
- Interested in philanthropy and generally socially conscious individual.
- Ability to work as part of a team and independently.
- Physically able to lift, move, organize and set up materials to transport to and from Community Foundation events

**Salary:** \$65,000

**Benefits**

- 401(k) Plan
- Bereavement and Parental Leave
- Medical, Dental and Vision Insurance
- Holidays and Paid Time Off
- Volunteer Day

Interested candidates should submit resume and cover letter to  
[jobs@cfnova.org](mailto:jobs@cfnova.org).