

YWCA Greater Pittsburgh (Downtown Site)

Development Department



As YWCA expands our advocacy efforts to advance racial justice and gender equity and expands programs and services to address gender disparities, particularly for women of color, we are looking for a strong Communications Manager to communicate our impact, support fundraising efforts to advance our work, and amplify the voices of our internal team, partner families, and regional, state, and national partners.

Our Development Department is responsible for supporting the revenue strategy and leading our efforts in engaging with our community. The department leads the strategy for securing private foundation funding, fostering corporate partnerships, and building our individual donor base. YWCA's communications and marketing work supports the fundraising strategy by cultivating a strong brand image and engaging community members in fundraising events.

Communications Manager

The Communications Manager supports the goals of the Development Department by leading and implementing the communications strategy and supporting fundraising events. The Communications Manager generates creative marketing content that tells the "story" of YWCA, adapts to a variety of audiences, and engages community members in the work. The Communications Manager leads the implementation of special events. This position positively interacts with all departments to support communication goals; supports development strategy in the areas of donor acquisition, cultivation, renewal, and retention; donor database integrity and reconciliation; social media; event activity; and electronic and print publications. The Communications Manager supports positive relationships in the community to maximize visibility and collaboration for YWCA.

SALARY RANGE: \$47,000 to \$51,000

APPLICATION DEADLINE: November 24th, 2021

Minimum Qualifications

- Strong commitment to the mission of *eliminating racism and empowering women* demonstrated through previous professional or volunteer efforts.
- Bachelor's Degree in a related field such as marketing or business.
- Five (5) years Marketing, PR, or External Relations experience in a nonprofit setting.

Desired Skills/Knowledge

- Exceptional writing and communication skills and the ability to adapt communication style to fit the audience.
- Demonstrated proficiency in Microsoft Outlook, Word, Excel, PowerPoint, Publisher, and Adobe Suite.
- Strong Internet and social networking skills, to include both mass and target marketing.
- Superior customer service skills; to include a professional and courteous demeanor.
- Strong planning, coordinating, organizing and multi-tasking skills. Ability to balance multiple deadlines.
- Curious and self-motivated with superior attention to quality and detail.
- Effective problem-solving skills: ability to anticipate, isolate, and resolve unexpected challenges; recognition of need to inform/escalate with peers and leadership as appropriate.
- Confidential handling of sensitive and personal information.
- Working knowledge of database tools such as Constant Contact, DonorPerfect, etc.
- Values a team-based workplace and able to foster a positive working environment that encourages and supports team contributions to organization “stories” and photos.
- Ability to take advantage of opportunities that might positively impact YWCA performance.

Essential Job Functions

Community Engagement

- Partner with the VP of Development to create annual Communications Strategy that supports the goals of the Development Department. Benchmark YWCA’s performance with similar nonprofits and best practices to inform Communications Strategy.
- Lead the implementation of the Communications Strategy through a comprehensive collection of digital, print, and special event products.
- Create entry points for community members to engage with YWCA as donors, volunteers, sponsors, and event attendees.
- Create and update all marketing and communications materials such as appeal letters, thank you letters, website content, e-blasts, newsletters, annual reports, social media content, program brochures, fliers, press releases, etc.
- Collaborate with program directors to gather photos and stories to create a Story Bank of content.
- Provide support to program directors, Governing Board, and Young Leader’s Board to equip them to network on behalf of the organization.
- Coordinate closely with the Center for Race and Gender Equity to ensure our language and marketing supports the Center goals and agenda. Be prepared to respond quickly to action items.
- Serve as primary contact and supervisor for printing vendors, contracted graphic designer, and other vendors as appropriate.
- Stay informed of YWCA USA branding guidelines, resources, and national nonprofit marketing best practices and innovations.
- Provide regular analysis and recommendations to VP of Development regarding YWCA’s marketing performance.

Social Networking Communications

- Coordinate agency social media accounts (Facebook, LinkedIn, Instagram, Twitter), reviewing draft content and ensuring regularly scheduled postings.
- Oversee opportunities for boosting social media presence and engagement.
- Coordinate up-to-date presence on the ywcapgh.org home page carousel and supporting pages, including event registrations.
- Coordinate event calendar implementation for the ywcapgh.org site, including procedures for capturing and incorporating association-wide activities.
- Ensure content integrity of the ywcapgh.org website.
- Coordinate opportunities for establishing new or improved website presence and/or features.

Event Coordination

- Partner with the VP of Development to implement the YWCA Equity Awards.
- Research, design, and draft event sponsorship solicitations and acknowledgments; oversee sponsor benefit delivery.
- Coordinate event electronic and print communications and publications, including social media, on-line event registration, save-the-date announcement, invitations, programs, and signage.
- In the absence of an event planner, serve as point of contact for the association on venue set-up, seating, menu selection, and audio-visual equipment requirements.
- Coordinate event volunteer activity.

General

- Continued professional development to support YWCA as a quality and innovative nonprofit.
- Perform other duties as may be assigned.

About YWCA Greater Pittsburgh

Founded in 1867, YWCA Greater Pittsburgh is a member of a nationally recognized movement with a mission to eliminate racism, empower women, and promote peace, justice, freedom, and dignity for all. As a social justice organization, we have a deep commitment to tackling gender inequities and systemic racism; particularly in the places where these systems intersect. We provide direct services, empowerment programming, and advocacy to support individuals and families, especially women and girls of color. We strive to become a model nonprofit workplace for a diverse workforce, ensuring that all staff members are paid a living wage and offered competitive benefits, and meaningful opportunities for professional development and career advancement.

Mission Impact

YWCA Greater Pittsburgh employees work together to promote racial justice and reduce race and gender disparities. We deliberately address the challenges and celebrate the triumphs of living at the

intersection of race and gender. As a member the YWCA Development team, you will have the opportunity to support and advance our mission of eliminating racism and empowering women by inspiring and engaging our community in the work of supporting marginalized families, especially women and girls of color, while working to challenge structural barriers to equity.

To Apply

Please send a cover letter, resume, and writing sample to Linda Broman, HR Director at lbroman@ywcaph.org