

Communications Manager Job Description

Organization	Banning Ranch Conservancy (BRC)
Position	Communications Manager
Position Type	8 hours/week leading to 20 hours/week (Non-exempt)
Applications Accepted	Rolling, Open Until Filled
Hourly Rate (Range)	\$31.25 to \$33.65 per hour
Application Deadline:	October 13, 2023 by 5 pm

Defined: The Communications Manager creates, implements, and oversees internal and external communications that effectively describe and promote the organization, its vision and goals, and its programs. This role is a hybrid between the marketing, public relations, brand, and strategic communications manager positions.

Description: The Communications Manager develops and oversees all BRC communications, websites, social media accounts, and public relations messages. The candidate must consistently articulate the BRC’s mission, goals, values, and successes in order to enhance and maintain BRC’s image, audience, and donor base. The Communications Manager ensures that BRC is viewed as the primary source, disseminator, and conduit of information within a diverse network and constituent base. The Communications Manager collaborates and reports to the Deputy Director within the organization as the communications partner on a variety of strategic initiatives.

Duties and Responsibilities:

Branding

- Further the organizational brand by developing brand guidelines and ensuring appropriate use across all staff and materials.

Strategic Communications

- Develop, implement, and evaluate BRC’s annual communications plan in collaboration with the Executive Director and program staff.
- Implement communication strategies to create momentum and awareness as well as to test the effectiveness of communications activities.
- Lead the creation of online content that engages audience segments and leads to measurable action. Decide who, where, and when to disseminate.
- Track and measure the level of engagement across platforms over time.

Marketing

- Manage the development, distribution, and maintenance of all print and electronic assets including, but not limited to, flyers, event notices, e-newsletters, brochures, websites, and the annual report.
- Establish accessibility guidelines and ensure content across platforms meets the needs of a diverse audience.
- Create and maintain a digital asset management system.

Public Relations

- Coordinate websites, including updates and maintenance, ensuring that new and consistent information (article links, stories, news, press, and events) are posted regularly and organized to industry standards.
- Develop and manage all media contacts with the goal of positive coverage for BRC's work and initiatives.
- Serve as a point of contact for media inquiries and writes Opinion Editorials, pitches stories, and generates articles.

The above statements are intended to describe the general nature and level of work to be performed by the individual in this position. They are not intended to be an exhaustive list of all responsibilities, duties, and skills required of the position. Other duties may be assigned at BRC's discretion.

Requirements and Qualifications:

What You've Accomplished

- BA in a communications, marketing, or related field.
- 5+ years' experience in communications-related positions.
- 3+ years' experience in non-profit work preferred.
- 3+ years' experience with social media management.
- Have a proven excellent writing/editing and verbal communication skills.
- Possess a strong track record as an implementer who thrives on managing a variety of key initiatives concurrently.
- Demonstrate high energy, maturity, and leadership with the ability to serve as a unifying force and to position communications discussions at both the strategic and tactical levels.
- Be a relationship builder with the flexibility and finesse to "manage by influence."
- Have a highly collaborative style.
- Have experience developing and implementing communications strategies.
- Be a self-starter, be able to work independently and enjoy creating and implementing new initiatives.

What You'll Need to Do

- Communicate effectively and fluently in English verbally and in writing.
- Potentially work evenings and/or weekends.
- Traverse potentially uneven surfaces outdoors for several hours at a time on foot or bicycle.

- Set up a booth including: six-foot table(s), chairs, and a pop up tent, weighing approximately 35 pounds.
- Be able to sit or stand for lengthy periods at a time when interacting with the public.
- Have a sincere commitment to work collaboratively with all constituent groups, including staff, board members, volunteers, donors, program participants, other supporters, and community members.
- Competence and physical ability to operate a laptop or desktop computer for lengthy periods of time.
- Be tech savvy and comfortable using a variety of devices and software types.
- Be proficient in MS Office and using various social media channels.
- Have experience with Canva, Sprout Social, Google Workspace, and video editing software.

Evolution of the Position:

The first year of this position is 8 hours per week. It is anticipated that the second year would be 16 hours per week and then by the third year would be ½ time (20 hours per week).

Compensation:

This position is hourly (non-exempt) and will pay from \$31.25 to \$33.65 per hour (estimated at roughly \$1,083 - \$1,166 per month) for eight hours per week, depending on experience. At 1/5 time this equates to an annual compensation range of \$13,000 - \$13,998. Some overtime may be required.

Benefits:

BRC offers all employees access to a retirement plan, paid sick leave, and flexible scheduling. Once an employee regularly works 20 hours or more a week, BRC offers a benefits package, including payment into health, dental, and vision insurance commensurate with FTE percentage. Employees who regularly work 20 hours or more per week also get five days of paid vacation per year at their normally scheduled work hours and some paid federal holidays.

Location:

This is a remote, work from home, position within Orange County. This position will require some travel including to the Randall Preserve or Santa Ana River Coastal Corridor (the Newport Beach, Huntington Beach, and Costa Mesa area).

Hiring Process:

Applications will be reviewed beginning October 14. Interviews will begin in late October. This position will remain open until filled. To ensure transparency, every application will be reviewed and confirmation of receipt provided within 72 business hours. Notification of a decline to interview or request for an interview will occur for every applicant that submits the required materials.

At hiring, candidates will have a background check to verify employment eligibility and annually a Motor Vehicle Record check will be conducted.

How to Apply:

Submit a cover letter, current resume, a sample press release, media advisory or other communications piece, and three professional references (please provide: name, title, affiliation, phone, and email) to the Hiring Manager, Amy L. White by email as one PDF attachment (if possible) to hire@BanningRanchConservancy.org.

No phone calls accepted.