



ANTRIM . BENZIE . GRAND TRAVERSE . KALKASKA . LEELANAU

## Communications Officer Position Description

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**Position:** Communications Officer

**Reports to:** Vice President, Strategic Engagement and Programs

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### Position Description

The Communications Officer has primary responsibility for coordinating and implementing all marketing, communications, and public relations, including internal and external communications, publications, media, social media, and events. Contributes to the development of communication and outreach strategies that are designed to attract and inspire existing and future donors, reach a broad base of diverse audiences, and maximize the visibility of the foundation's work. Ensures all marketing and communications activities are of the highest quality, are aligned, and support organizational goals. The Communications Officer will also contribute to and support other strategic engagement and program efforts.

### Primary Responsibilities Include:

#### Marketing, Communications and Public Relations

- Contribute to development, and oversees implementation, of overall advancement plan, which utilizes a variety of tactics to meet organizational goals, including donor relations, cultivation of professional advisors, and engagement of key audiences
- Work closely with all staff to ensure all internal and external communications are of high quality and are aligned with, and support, organizational goals; oversees tracking of key metrics and maintains dashboard reporting
- Coordinate public relations and earned media efforts including developing a media plan and schedule, writing press releases, developing and pitching story ideas, and facilitating media outreach
- Develop content for and manages distribution of all print communications including the annual report, brochures, newsletters, invitations, form letters, etc.
- Develop content for and manages all electronic communications, including e-newsletters
- Manage the foundation's online presence, including website and social media; uses electronic media strategically to reach key audiences and support organizational goals
- Identify storytelling opportunities focused on donors and/or grantees and that can be leveraged across one or more engagement strategies
- Plan, organize, and execute special events, including annual donor appreciation event and other events for donors, prospective donors, professional advisors, and other stakeholders
- Facilitate and support speaking opportunities and other strategic outreach opportunities, including coordinating appropriate staff, providing talking points, and preparing materials. Support Board Directors in their participation of marketing, communications, and PR activities.

250 E FRONT STREET, STE 310 . TRAVERSE CITY, MI 49684

P 231.935.4066 . F 231.941.0021 . INFO@GTRCF.ORG . GTRCF.ORG

### Programs and Grantmaking

- Coordinate program and grantmaking communications including announcement of grant cycles, preparing letters to applicants/recipients, etc.
- Maintain online application areas of the website, ensuring clarity of information and optimal experience for users of the online application system
- Obtain, utilize, and promote impact information on programs and grantmaking
- Contribute to and support other strategic engagement and program efforts

### Other Knowledge, Skills, and Job Requirements

- Participate as one of the primary points of contact on phone and for visitors
- Contribute to overall office operations
- Manage some Board and committee related communications
- Experience with planning and implementing events, media relations, and social media
- Strong writing and copy editing skills
- Proficiency with Microsoft office applications
- Collaborative, flexible team player
- Detail-oriented and passionate about quality
- Self-reliant, good problem solver, results oriented
- Excellent judgment and creative problem-solving skills
- Ability to make decisions in a changing environment and anticipate future needs
- Must have the ability to manage multiple tasks in an environment with short deadlines while maintaining close attention to detail
- Ability to generate creative ideas and implement them within the organization
- Excellent interpersonal skills and ability to effectively interact with all staff, Board of Directors, committees, grant seekers, the media, outside professionals, and the community-at-large
- Experience and relationships to help connect to new audiences
- Knowledge about and passion for philanthropy and nonprofit organizations

### Education, Experience, and Compensation

- A bachelor's degree is required, with a degree in journalism, communications, or marketing preferred
- At least 2 years of related experience
- This is a full-time position with benefits available; initial compensation is anticipated to be \$20/hour