



Communications Manager Position Description

- **Status:** Full-Time, Salaried, Exempt
 - **Compensation:** \$57,000 - \$60,000, commensurate with experience
 - **Location:** Hybrid at our Traverse City office two days per week (Wednesdays & Thursdays) with option for remote days on Mondays, Tuesdays, and Fridays; relocation welcome
 - **Reports to:** Director of Strategic Communications
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About the Community Foundation

The Grand Traverse Regional Community Foundation began in 1992 when a group of community champions came together to give back to our region then, now, and forever. We promote giving, engage in collaborative leadership efforts, support nonprofit organizations through meaningful grants and local students through scholarships, and build endowments that make a lasting impact for generations to come. Our mission is to spark positive change by inspiring generosity, caring for resources, and supporting our communities, now and forever. We envision a region where every person feels connected, supported, and empowered and where our communities have resources and opportunities for everyone.

Position Description

We are seeking a Communications Manager that supports and advances our organization's mission by managing high-quality, strategic, and cohesive communications across all platforms. This role makes up half of our Communications Department, growing us from one to two people. The position manages and supports content creation, digital communications, community outreach, design projects, and vendor coordination. The Communications Manager also collaborates cross-functionally to ensure communications are integrated, aligned with strategic priorities and brand standards, and reflective of evolving trends, best practices, audience needs, and diversity, equity, and inclusion principles.

Key Responsibilities

Strategic Communications & Planning

- Provide input into the development and ongoing refinement of communications strategy, plans, and content/editorial calendars, including integration with cross-organizational and strategic plan goals and new ideas or approaches.
- Co-identify key communications metrics and support regular evaluation, reflection, and process improvement.
- Elevate potential crisis communication needs or emerging issues.

Content Creation & Storytelling

- Support development of print materials and legacy pieces such as the Annual Report.
- Write and/or edit compelling stories that highlight impact, initiatives, donor partners, and organizational priorities for use across communications channels.
- Capture photo/video content at events, grant partner visits, and other activities.
- Support creation of press releases and media materials, including op-eds/guest posts.
- Support creation of presentation slideshows for organizational and external use.

Digital Communications

- Manage social media strategy, content creation, scheduling and engagement.
- Maintain and organize website content and conduct routine updates.
- Set-up/manage digital communications, such as newsletters and email campaigns, as assigned.
- Manage Community Impact and special initiative communications (e.g., Press Forward Northern Michigan, Youth Advisory Council, Central Lake Early Opportunities, Northwest Michigan Community Development Coalition).
- Support and contribute to digital fundraising efforts in collaboration with the Development Department.

Design & Brand Management

- Manage graphic design projects, including templates, event materials, fact sheets, flyers, digital ads, and social graphics using Canva and/or Adobe products.
- Prepare ad and sponsorship designs; manage related contracts and placements.
- Collaborate with external graphic design/branding vendor, as assigned.

Events & Community Outreach

- Support, or manage as assigned, community outreach events, tabling opportunities, and partner engagements.
- Support, or manage as assigned, sponsor relationships, including logistics, materials, and ongoing communication.

Project, Vendor, & Data Management

- Manage communication vendor relationships, including print vendors and ad partners.
- Manage data tracking, monitoring, reporting, and metrics collection.
- Oversee mailing list procedures, subscriber management, Community Suite communications contacts, and overall data hygiene.

Skills and Experience

Required

- 4–6 years of experience in communications, ideally within nonprofit, philanthropy, or mission-driven organizations. Experience may be complemented by a degree or certification in communications, marketing, journalism, public relations, writing, or a related field, though formal education is not required.
- Strong writing, editing, and storytelling abilities.

- Experience managing social media platforms (Facebook, Instagram, YouTube, LinkedIn), email marketing systems, and website content.
- Experience with Microsoft Office products (Word, Excel, Outlook, and/or SharePoint/OneDrive, etc.) and/or similar products, such as Google Drive.
- Proficiency in Canva or related graphic design tools.
- Ability to analyze communications metrics and related data.
- Strong organizational skills with attention to detail and follow-through to support high-quality communications.
- Creative, strategic thinker who is willing to test and evolve approaches and bring forward new ideas.
- Self-motivated with the ability to work on multiple projects at once, often in collaboration with other departments, while keeping things moving and sharing about progress along the way.
- Commitment to diversity, equity, and inclusion practices.
- Living within or resident of Antrim, Benzie, Grand Traverse, Kalkaska, or Leelanau Counties; relocation welcome, with temporary remote work possible.

Preferred

- Experience with media relations, community engagement, and vendor management.
- Experience with advanced multimedia software such as Adobe Photoshop, Illustrator, and InDesign and AI software like Copilot, Chat GPT, Gemini, or Claude.
- Experience with photography and short-form video filming and editing.
- Knowledge about and/or passion for philanthropy, place-based giving, and community impact.
- Experience with Community Suite or similar Customer Relationship Management software.

Compensation, Benefits, and Workplace

- All employees of the Foundation are employed on an at-will basis.
- This is a full-time, exempt, salaried position (37.5 hours per week); compensation is expected to be \$57,000 - \$60,000 annually, commensurate with experience.
- Office hours are generally 8:30 am – 5:00 pm with occasional out-of-hours work for events.
- The Foundation offers a flexible work environment as much as possible, including a hybrid approach with three days offered as remote days and two days as in-office days.
- If the candidate is moving from outside of the five-county region, a relocation stipend of \$1,000 will be offered.
- Paid time off includes:
 - 12 paid holidays for full-time employees including the option for two floating holidays to be used in lieu of a named holiday.
 - Three weeks (112.5 hours) of paid vacation annually.
 - Two weeks (75 hours) of sick time annually.
 - Eight weeks of paid parental leave.
 - Paid time off on Friday afternoons from Memorial through Labor Day.
- Benefits include:

- Health Insurance Plan (including vision and dental) through Blue Cross Blue Shield that is cost-shared between the Foundation (75%) and the employee (25%)
- Employer selected and paid Short-term Disability, Long-term Disability, and Life Insurance.
- 403(b) Defined Contribution Retirement Plan with a Foundation contribution of 8% of the employee's salary (no match required) with an optional additional contribution that can be made by the employee.
- Optional Flexible Spending Account Plan that can be funded by payroll deduction on a pretax basis and reimburse employees for dependent and medical care expenses.
- Individual professional development budget
- Optional payroll deduction for charitable giving and match program for individual giving
- For more information on compensation, benefits, and workplace policies, please [see our full Personnel Guidelines](#).

How to Apply

- [Complete an online application form](#) by 11:59 pm on May 25. The application will ask for a resume, work samples, your relevant skills and experiences (via checkboxes), and answers to the questions below. No cover letter is required.
 - Share briefly about yourself, your education and career journey, and any recent community involvement, leadership, or volunteer work.
 - Explain your experience managing social media, email marketing, and website content.
 - How do you see your career goals aligning with this position and/or the work of the Community Foundation?
 - Share two examples of content you have created (written, visual, or multimedia) that helped tell an organization's story or highlighted community impact. [File upload.]
 - Is there anything else you'd like to add?

The Foundation follows an equal opportunity employment policy and employs personnel without regard to race, creed, color, ethnicity, national origin, religion, sex, sexual orientation, gender expression, age, physical or mental ability, pregnancy, veteran status, military obligations, and marital status. This policy applies to hiring, internal promotions, training, opportunities for advancement, and terminations.

Black, Indigenous, and people of color, immigrants, women, LGBTQ+, and people with disabilities are strongly encouraged to apply. Reasonable accommodations will be provided upon request for those with disabilities.