



www.AdoptionNetwork.org

JOB POSTING
Communications Manager
Full-Time

Department: Fund Development
Supervisor: Director of Development and Communications

Background of Organization

Adoption Network Cleveland recognizes adoption as a complex, lifelong and intergenerational journey for all those whose lives are touched by it. Founded in 1988, Adoption Network Cleveland provides programs and services to connect and empower all members of the adoption triad (adoptees, birthparents and adoptive parents), youth in foster care, kinship and foster families, siblings and professionals. Recognizing that a unified voice is a strong voice, Adoption Network Cleveland promotes community awareness and social change by advocating for progressive policies and openness in child welfare practice, policy and law.

Job Summary

The Communications Manager has the opportunity to impact the lives of others by planning and implementing the organization's communications, media, and marketing strategies, with the ultimate goal of creating public awareness of Adoption Network Cleveland, its mission and its services. This position serves as the organization's connection to people in our community and the media through our website, social media, email marketing, printed materials, and media relations. The Communications Manager reports to the Director of Development and Communications and collaborates frequently with the Executive Director as well as the Board of Directors and its committees. The Communications Manager often makes decisions which substantially impact the organization, and builds and sustains Adoption Network Cleveland's reputation for quality, reliability, and effectiveness.

Responsibilities

- Oversees the planning, design and execution of marketing for Adoption Network Cleveland and all the programs and services the organization offers.
- Works with all Adoption Network Cleveland staff to promote activities effectively.
- Creates and oversees all social media strategies.

- Manages media relations and maximizes media opportunities. Arranges interviews for organizational representatives including staff and persons served, at times serving as spokesperson of the organization.
- Determines communications strategy and executes activities to deliver communications objectives throughout the organization.
- Oversees, designs, monitors, and updates organizational website creating rich and creative content that is integrated with other digital communications – social media, monthly e-newsletter, etc.
- Plans, writes, edits and designs monthly e-newsletter.
- Collaborates with the Outreach and Development Committee of the board.
- Supervises communications/marketing volunteers and interns.
- Oversees the writing, design and production of the Annual Report, brochures, invitations and other materials.
- Develops branding initiatives. Maintains “look” and “feel” of all marketing and communications to promote consistent branding.
- Promotes organizational membership.
- Assists with budgeting, grant reporting and maintaining funding requirements.
- Coordinates media messages with Cuyahoga Department of Children and Family Services and other partner agencies.
- Writes monthly reports tracking progress and success.
- Utilizes data, statistics and results to inform activities.
- Responds to inquiries for information from social media and website.
- Compiles all media articles for the “media file” and maintains archived communication and PR materials (newsletters, brochures, etc.) and photographs, including photo releases.
- Other duties as assigned.

Qualifications

- Minimum of 3-5 years demonstrated experience in digital platforms, public relations, marketing, communication and design. Nonprofit experience preferred.
- Excellent verbal, written, and editorial skills. Design skills a plus.
- PhotoShop, InDesign, database management, desktop publishing a plus.
- Ability to prioritize, multi-task and work independently.
- Detail oriented, flexible, team-player with a sense of humor.
- Culturally competent, sound judgment.
- Appreciation of adoption as a lifelong journey with a willingness to build a sound knowledge base of the issues involved.
- Superb organization skills; detail oriented with strong follow-through and the ability to manage several projects simultaneously.
- Creative, results-oriented, self-starting, resourceful, outgoing, and willing to learn.
- Bachelor’s Degree required. Master’s Degree preferred.

In addition, the selected candidate:

- Must have and maintain a clean driving record (driving background check conducted).
- Must have and maintain adequate automobile insurance coverage or waive the classification of a driver for the organization (proof of coverage required).
- Must have reliable transportation.
- Must successfully complete fingerprinting and background check

Work Hours

40 hours per week. Able to manage an aggressive schedule, working beyond 8:30-5:00 as needed including weekend and evening work from time to time.

Compensation and Benefits

Competitive salary. Benefits include health insurance, retirement plan, short-term and long-term disability insurance, life insurance, and paid time off. Reimbursement of travel expenses.

Equal Employment Opportunity Statement

To provide equal employment and advancement opportunities to all individuals, employment decisions at the organization are based on merit, qualifications and abilities. We do not discriminate in employment opportunities, decisions or practices on the basis of race, color, religion, national origin, age, sex, gender, gender identity, gender expression, sexual orientation, disability, veteran status, adoption status or any other characteristic protected by law.

To apply: Send Resume and Cover Letter with salary requirements to HR-Dept@adoptionnetwork.org. First consideration will be given to applications received by Saturday, December 23rd. Open until filled.