

## **Job Description: Manager of Communications**

**Position:** Manager of Communications  
**Reports to:** President & CEO  
**Supervises:** Digital Communications Coordinator  
**Status:** Full-time, exempt, salaried

### **Our Organization:**

Chicago Foundation for Women (CFW) is a public foundation working to advance gender equity, which we believe to be inherently interconnected with racial, economic, and health equity. CFW envisions a world in which all women and girls, transgender, and gender nonbinary people have the opportunity to thrive in safe, just, and healthy communities. We celebrate the spectrum of identities and experiences of women and girls, uplift their leadership and center the voices of the community to achieve true equity. To support our philanthropy, the Foundation promotes increased investment in women and girls, raises awareness about their issues and potential, and develops them as leaders and philanthropists. Since 1985, the Foundation has awarded over \$45 million to hundreds of organizations that help achieve its mission of gender equity across the Chicago region.

CFW looks at the broad spectrum of needs of all women. We support the areas of freedom from violence, economic security, and access to health, which we see as integrally related and are paths forward toward an equitable society.

Chicago Foundation for Women (CFW) is committed to becoming an anti-racist institution. The Foundation is in the midst of change, from an institution that accepts racial and identity differences to one that excites these differences as powerful tools for systemic, anti-racist change. CFW is committed to engaging in continual analysis and essential restructuring to ensure the Foundation's way of being is one that wields a shared power and holds itself accountable to racially oppressed groups to achieve its gender equity goal.

### **About the Manager of Communications Position:**

The Manager of Communications is responsible for promoting the Foundation through community and media outreach, marketing, online communications and public relations. This position includes creating informative content, project management and implementation; intensive writing and editing on deadline; aggressive media outreach and story placement; interagency collaboration; public relations and speechwriting for Foundation events; production of all Foundation marketing materials and videos; and general communications. The Manager of Communications will work closely with the President/CEO, senior management, external communications support team, the

Communications Committee of CFW's Board of Directors, and frequently serves as the spokesperson of the Foundation to the media, community members, donors and organizational allies.

**Position Breakdown:**

**Public Relations (30%)**

- Amplify the Foundation's reputation in the Chicago area, increasing awareness of the Foundation's mission to key audiences including the media, influential community members and policymakers, current and potential donors, organizational partners, and corporations.
- Grow relationships with news media that result in proactive news coverage as well as media sponsorships of the Foundation and/or specific events.
- Promote CFW as key voice on women's issues; book interviews and speaking engagements with media, professional conferences and community groups.
- Work with consultants to ensure deadlines, objectives and budgets are met.
- Serve as CFW representative and spokesperson in advocacy and policy networks and coalitions; grow personal expertise pertaining to the Illinois policy landscape to ensure key CFW staff members and stakeholders remain knowledgeable on current issues influencing women and girls.

**Marketing (30%)**

- Develop and produce high-quality Foundation marketing materials, including but not limited to the Annual Report, pitches, speeches, publications, brochures, one-pagers, talking points, and other materials on regular deadlines and as needed.
- Work with the Digital Communications Coordinator to develop new and original content on a consistent basis for use across CFW's communications channels.

**Content Development (30%)**

- With President/CEO, post op-ed blogs to influential sites and develop relationships with other key leaders in the Chicago netroots community to grow Foundation awareness.
- Work with Digital Communications Coordinator to grow CFW's direct response and online giving platforms, increase email open and conversion rates, and increase funds CFW raises online.
- Create and execute yearly social media plan with the assistance of Communications team.

**Administrative (10%)**

- Manage the Digital Communication Coordinator who is responsible for the maintenance of online content, including but not limited to, CFW's website, GoWomen e-newsletter, and social media networks.
- Brainstorm and collaborate with teams for new ideas and strategies.
- Staff the Communications Committee of the Board of Directors and develop a communication plan.

- Compose and implement policies to enhance the communications department's efficiency and further develop the building and maintaining of a positive Foundation brand.
- Develop and manage annual Communications budgets to ensure good stewardship of donors' funds.

#### **Other**

- Attend and actively participate in required educational programs, and departmental and staff meetings.
- Protect CFW's value by keeping information confidential.
- Update knowledge by participating in educational opportunities; maintaining networks; participating in professional organizations.
- Perform other duties as assigned by supervisor.

#### **Work Environment**

- This position operates primarily in an office environment that is accessible. Some work at off-site locations may be required and those may not necessarily be fully accessible.
- This role routinely uses standard office equipment such as computers, phones, photocopiers, scanners, and filing cabinets.
- The employee may be asked to lift and/or move objects up to 15 pounds.
- Travel between the main office and other locations may be required.
- This position requires attendance during business hours from 9:00am to 5:00pm, Monday through Friday with 2 remote workdays.
- Occasional night and weekend hours are required to attend and assist at Foundation events.
- Workplace is a smoke- and drug-free environment.
- CFW is an equal opportunity employer and seeks to employ qualified individuals based on individual merit. CFW does not discriminate against any individual with respect to the terms and conditions of employment based on that individual's race, sex, age, religion, color, national origin, disability, genetic information, marital status, veteran status, sexual orientation, gender identity or expression, housing status, or any other non-merit factor protected under state, local or federal laws. Equal Employment Opportunity applies to all personnel actions such as recruiting, hiring, compensation, benefits, promotions, training, transfer, termination, and opportunities for training. CFW is committed to a fair and equitable workplace where everyone is a respected and valued member of the team.

#### **Qualifications**

- Five years of experience in communications and community outreach, public relations, marketing, or related fields.
- Bachelor's degree in related field required.
- Excellent verbal and written communication skills.

- Demonstrated versatility in writing for all media platforms.
- Demonstrated ability to respectfully and productively seek and manage diverse input from board members, sponsors, grantees, and community partners.
- Experience with website content management (knowledge of WordPress and Blackbaud Online Express preferred).
- Superior project management and time management skills.
- Creative and strategic application of digital and social media technologies.
- Experience in planning, writing, editing, and production of newsletters, press releases, annual reports, marketing literature, and other print publications.
- Innovative thinker, with a track record for problem solving and developing action plans and managing output.
- Strong interpersonal skills with the ability to engage, collaborate and develop consensus with colleagues.
- Extremely proficient with Microsoft Office Suite
- Passion for CFW's mission.

### **Compensation**

CFW offers a competitive compensation package for all positions. Comprehensive benefits package includes medical, dental, vision, life, short and long-term disability insurance, long-term care insurance, 403 (b) plan with an employer nonelective contribution, vacation, paid leave, and sabbatical policies. The salary will be commensurate with candidate experience, the salary range is \$70,000-\$80,000.

### **Application Process**

Interested applicants should email a cover letter articulating how their skills and experience meet the responsibilities noted above with a resume to [careers@cfw.org](mailto:careers@cfw.org).

- Subject line should read: Your Name + Manager of Communications
- No phone calls please

CFW seeks to fill this position as soon as possible and will work actively to build a diverse pool of candidates