



## POSITION DESCRIPTION

Position Title	Department	Reports to
Strategic Communications Specialist	Strategic Communications	Vice President, Strategic Communications
Employment Classification		Work Environment
<input type="checkbox"/> Temporary <input checked="" type="checkbox"/> Full-Time <input type="checkbox"/> Part-Time	<input checked="" type="checkbox"/> Non-Exempt <input type="checkbox"/> Exempt	<input type="checkbox"/> In Person <input checked="" type="checkbox"/> Hybrid
Positions Supervised	Salary Range	Revised Date
None	\$54,00-\$58,000	January 2025

### ORGANIZATIONAL OVERVIEW

Grand Rapids Community Foundation leads Kent County in making positive, sustainable change. With its endowment, the Community Foundation supports local nonprofits, leads significant social change and helps donors achieve their philanthropic goals. Guided by our North Star, we believe for West Michigan to grow and prosper, we must ensure that everyone can apply their talents and creativity to fuel our future. By connecting across perspectives and overcoming inequities, we can build and sustain an inclusive economy and thriving community.

### POSITION SUMMARY

The Strategic Communications Specialist works closely with and under supervision of the Vice President, Strategic Communications to develop and implement communication and marketing strategies and tactics to connect and engage the Community Foundation's various audiences. The Strategic Communications Specialist position oversees marketing and media relations projects and curates content and experiences to advance the Community Foundation's strategic goals, as directed by the Vice President, Strategic Communications.

The Strategic Communications Specialist will have an understanding of and commitment to the Community Foundation's North Star. They will have experience working effectively with persons from various cultural, social and ethnic backgrounds. They will have a demonstrated ability to work in a collaborative setting, effectively communicate around sensitive issues, a highly developed cultural awareness and the ability to be an active listener.

### ESSENTIAL DUTIES AND RESPONSIBILITIES

*The essential functions include, but are not limited to the following:*

#### **Brand Management**

- Helps ensure the consistency of the Community Foundation's voice and that all material abides by brand and cultural competency standards.
- Assists with the development of audience-specific messaging and promotes the use of key messages in all communications.
- Maintain internal and external organizational history content (ex: news clippings, print and digital images, audio and video files, etc.).
- Stays abreast of trends in philanthropy and communication metrics to ensure effectiveness.

## **Strategic Planning and Measurement**

- Assists with the development and implementation of integrated strategic communications plans for the Community Foundation.
- Assists the Vice President, Strategic Communications and other Community Foundation staff to create and implement innovative and audience-specific strategies and messaging that increase the Community Foundation's value among donor, nonprofit and community partners.
- Assists with planning, designing and conducting market research to help guide sound communications and marketing decisions, including audience segmentation and insight development.
- Assists with evaluating and reporting the success of the strategic communications work plan and uses data and assessment to refine plans for future years.

## **Content Development and Project Management**

- **Campaign Portfolio to include:** Nonprofit/community partners, education, scholarships, internal communications, digital content, media relations, advertising, sponsorships.
- Assists with development and management of a content calendar for the Community Foundation.
- Efficiently and effectively manages a variety of cross-departmental projects at once from inception through finished product. Manages the planning, budget, development, vendor relations, distribution and measurement of assigned campaigns.
- Creates and edits print and digital content for core communications, including copy, graphics, photos and videos.
- Uses design and editing software for in-house graphic design projects, videos and presentations.

## **Media Relations, Marketing and Sponsorships**

- Identifies stories and develops and distributes press releases, pitches, talking points and other editorial content, serving as a liaison between the Community Foundation and news media.
- Assists with maintaining strong media ties for dissemination of Community Foundation stories.
- Helps identify and implement marketing, advertising and sponsorship opportunities to promote the Community Foundation among key audiences.

## **Digital Strategy and Management**

- Maintains responsibility for content creation, monitoring and maintenance for all Grand Rapids Community Foundation websites, social media platforms and other digital tools.

## **Internal Communications**

- Assists with the development and implementation of internal communications strategies.

## **Other Duties as Assigned**

## **QUALIFICATIONS**

- Ability to establish and maintain authentic, trusting and inclusive relationships with a diverse network of individual, non-profit, vendor and community partners in a culturally competent manner.
- Excellent verbal and written skills. Must be a proficient editor and persuasive writer.
- Experience planning, implementing and measuring the effectiveness of multi-faceted strategic communications, marketing and public relations goals and strategies.
- Experience planning and implementing public relations, advertising and marketing campaigns; proven track record in pitching media and securing local TV, print and radio coverage.
- Experience implementing and measuring digital communication strategies and tactics, including social media, website management and digital marketing.

- Excellent content creation and storytelling skills, including graphic design, photography and basic video production.
- Demonstrated project management skills and ability to meet deadlines with a high level of organization and attention to detail.
- Ability to serve as a catalyst among internal and external constituents; broad experience in implementing plans through various communications avenues while meeting deadlines.
- Proficiency with Microsoft Office products; Adobe Creative Suite, Canva and other design and editing software; digital marketing and management tools. Deep understanding of graphic design, print and video production processes.
- Highly motivated, self-starter with the ability to make informed independent decisions.
- Ability to contribute to a work environment in which collaboration, respect and honesty are valued. Excellent interpersonal skills are needed.
- A strong sense of integrity, work ethic and ability to manage confidential information with discretion.

### **EDUCATION and EXPERIENCE**

- Bachelor's degree, or equivalent experience, in communication, public relations, marketing, advertising or other related fields.
- Minimum 3 years of progressively more responsible experience in communication, public relations, marketing or advertising. Experience and knowledge of the nonprofit sector and community foundations are preferred.
- Training and experience in diverse, inclusive and equitable communication practices.

### **ORGANIZATIONAL COMPETENCIES**

All team members are required to uphold the values and vital behaviors of Grand Rapids Community Foundation.

- **Values:** Integrity, Excellence, Inclusion, Sustainability and Bold Aspirations
- **Vital Behaviors:** Give & Receive Openly, Build Trust with Each Other, Create Brave & Safe Space, Embrace Vulnerability and Accountability

Team members are required to comply with the policies, procedures, and safety programs of the Community Foundation as well as follow all state and federal laws and regulations, including but not limited to those related to donor rights, confidentiality, and the Health Insurance Portability and Accountability Act (HIPAA).

### **WORKING CONDITIONS**

- Accomplish essential duties and responsibilities collaborating with team members in a hybrid office environment.
- Communicate and exchange information accurately and timely through in-person and virtual interaction.
- Remain in a stationary or sitting position at least 60% of the time.
- Occasionally move about inside the office for meetings and to access files, printers, etc.
- Constantly operate a computer and other office equipment.
- Occasionally position self to access and maintain files in cabinets.
- Occasionally move or lift items weighing up to 20 pounds.

### **OUR COMMITMENT**

Grand Rapids Community Foundation is an equal opportunity employer committed to hiring and retaining a diverse workforce. We support and comply with applicable state and federal laws

prohibiting discrimination in the workplace.

Grand Rapids Community Foundation strives to actively demonstrate our commitment to diversity, equity, and inclusion and the pursuit of racial, social and economic justice in all aspects of our organizational culture and operations, internally and externally. It is the expectation that our team members, committees and Board of Trustees share this commitment and continuously work to deepen their understanding in these areas.

**Note:**

This job description in no way states or implies that these are the only duties to be performed by the employee(s) incumbent in this position. Employees will be required to follow any other job-related instructions and to perform any other job-related duties requested by any person authorized to give instructions or assignments. All duties and responsibilities are essential functions and requirements and are subject to possible modification to reasonably accommodate individuals with disabilities. To perform this job successfully, the incumbents will possess the skills, aptitudes, and abilities to perform each duty proficiently. Some requirements may exclude individuals who pose a direct threat or significant risk to the health or safety of themselves or others. The requirements listed in this document are the minimum levels of knowledge, skills, or abilities. This document does not create an employment contract, implied or otherwise, other than an "at will" relationship.

**REVIEWED WITH EMPLOYEE BY**

**Signature:** \_\_\_\_\_ **Name (print):** \_\_\_\_\_

**Title:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**REVIEWED WITH ACCEPTED BY**

**Signature:** \_\_\_\_\_ **Name (print):** \_\_\_\_\_

**Title:** \_\_\_\_\_ **Date:** \_\_\_\_\_

The company is an Equal Opportunity Employer, drug free workplace, and complies with ADA regulations as applicable.