

eliminating racism empowering women

ywca job description

Communications Director (Administration)

Mission Statement

YWCA Rock County is dedicated to eliminating racism, empowering women, and promoting peace, justice, freedom and dignity for all.

Definition

The Communications Director works under the direct supervision of the Executive Director with tasks developed by and in support of the Development Director. In cooperation with volunteers and staff, s/he will plan and organize all YWCA promotions, special events and assist with fund-raisers. S/he will establish and maintain effective community and media relations. S/he is a member of the YWCA management team.

Qualifications

Work experience and/or educational background in public relations, non-profit organizations, marketing, and fund-raising; effective planning, organizational skills, communication and time management skills; promotion and lay out skills; proficient in desktop publishing; excellent interpersonal skills, creative; able to handle multiple projects at one time; self-directed; team player and must have a positive attitude. Commitment to and support of the YWCA Mission.

Duties and Responsibilities

- Maintain and promote a positive image of the YWCA. Increase the visibility of the YWCA.
- Spearhead, facilitate and develop special events, assist with fundraisers & communications, including all stages from planning to implementation and analysis.
- Design and layout print and web-based materials.
- Provide regular social media postings and updates such as, face book, twitter, etc.
- Send regular electronic newsletters
- Work with the Communications Committee to increase visibility and efficiency of efforts
- Write and/or edit informative articles, correspondence and narrative pieces. Get bids from printers, paper suppliers and media.
- Engage in community outreach and represent the YWCA at events.
- Develop and maintain professional displays to represent the YWCA.
- Revise and maintain program brochures
- Develop and maintain newsletters for donors, volunteers, and staff.
- Establish and maintain a positive relationship with representatives of the media. Work with other staff and volunteers as appropriate to prepare press releases and publicity for media release.
- Recruit volunteers to work on applicable committees (fundraising, special events, membership). Maintain volunteer list and a volunteer need's list
- Prepare budget proposals for each project as requested.
- Maintain marketing files.
- Assist staff with editing and writing and assurance of adherence to the brand
- Attend staff meetings as requested. Cooperate with all departments.
- Represent the YWCA on local task forces or community committees as assigned.
- Perform other assignments as required by the Executive Director and the Development Director.
- Be familiar with the YWCA goals, mission and programs.

Reports to

Executive Director

Supervises

Interns & Volunteers, as available

Hours & Compensation

Full-time exempt position with benefits. Occasional evening and weekend hours required. Flexible work options include job share or partial telecommuting.