

Director of Communications Sample Job Description

(Small organization)

Position Description

XYZ Nonprofit

Director of Communications

Organization

Founded in 2004, XYZ Nonprofit's mission is...

Revenues: \$1 million to \$3 million

We do this by...

For more information, please visit www.XYZnonprofit.org

Position

Reporting to the Vice President (VP), the Director of Communications will set and guide the strategy for all communications, website, and public relations messages and collateral to consistently articulate XYZ Nonprofit's mission. The Director of Communications will ensure that XYZ Nonprofit is viewed as the primary source, disseminator, and conduit of information within this diverse network and constituent base.

The Director of Communications will work closely with a senior peer group within the organization as the communications partner on a variety of strategic initiatives.

Responsibilities

- Develop, implement, and evaluate the annual communications plan across the network's discreet audiences in collaboration with the XYZ Nonprofit team and constituents
- Lead the generation of online content that engages audience segments and leads to measurable action. Decide who, where, and when to disseminate
- Put communications vehicles in place to create momentum and awareness as well as to test the effectiveness of communications activities
- Manage the development, distribution, and maintenance of all print and electronic collateral including, but not limited to, newsletters, brochures, and XYZ Nonprofit's website

Boston

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Boston, MA 02116
P 617 572-2833
F 617 572-2834

New York

112 West 34th St., Suite 1510
New York, NY 10120
P 646 562-8900
F 646 562-8901

San Francisco

465 California St., 11th Floor
San Francisco, CA 94104
P 415 627-1100
F 415 627-4575

- Mentor and lead a team member responsible for XYZ Nonprofit’s website administration and coordination
- Coordinate webpage maintenance—ensure that new and consistent information (article links, stories, and events) is posted regularly
- Track and measure the level of engagement within the network over time
- Manage development, distribution, and maintenance of all print and electronic collateral including, but not limited to, newsletters, brochures, annual report, e-newsletters, and XYZ Nonprofit’s website
- Coordinate and organize annual meetings that engage the network’s discreet audiences
- Manage all media contacts

Qualifications

XYZ Nonprofit is seeking an accomplished Director of Communications who has at least 10 years of communications experience, ideally in an “in-house” leadership role within a complex (number and variety of constituents) nonprofit entity, and covering areas such as website content, newsletters, and donor communications. The ability to take knowledge and transform it into exciting and useful messages, and disseminate it to the right audiences through the best distribution channels is critical.

- Highly collaborative style; experience developing and implementing communications strategies
- Excellent writing/editing and verbal communication skills
- A strong track record as an implementer who thrives on managing a variety of key initiatives concurrently
- Relationship builder with the flexibility and finesse to “manage by influence”
- High energy, maturity, and leadership with the ability to serve as a unifying force and to position communications discussions at both the strategic and tactical levels
- Sincere commitment to work collaboratively with all constituent groups, including staff, board members, volunteers, donors, program participants, and other supporters
- Self-starter, able to work independently, and entrepreneurial; enjoys creating and implementing new initiatives

Bridgestar (www.bridgestar.org), an initiative of the Bridgespan Group, provides a nonprofit management job board, content, and tools designed to help nonprofit organizations build strong leadership teams and individuals pursue career paths as nonprofit leaders.