



### **Communications Manager Position Description**

The Norwalk Community College Foundation, Inc. (NCCF) is a 501(c) (3) corporation that supports and raises funds for the benefit of CT State Community College- Norwalk (CT State Norwalk), its students, faculty, and programs, to further the educational purposes of CT State Norwalk.

**The Communications Manager position is an exciting leadership opportunity to raise the visibility of the important work of NCCF and CT State Norwalk.** This full-time, exempt position reports to the CEO of NCCF and requires a creative, entrepreneurial, detail-oriented, and technology-savvy professional who is dedicated to the mission of NCCF. The Communications Manager works with the CEO and consultants to develop a compelling and consistent brand identity and marketing and communications plan and executes on both, including the creation and distribution of press releases, print and digital materials, video, social media, and web content. The Communications Manager also partners with the Board and other members of the development and communications team to plan and execute special events.

#### **Duties and Responsibilities:**

- Manage the relationship with external consultants and execute on plans, strategies, and brand identity developed in partnership with consultants.
- Create and manage an annual communications project calendar incorporating all marketing, communications, and development activities.
- Design engaging content and events that enhance NCCF's visibility with consistent branding and messaging.
- Lead the creation and production of the annual report, annual appeal, and reports, including scholarship, program, and impact reports.
- Design and create the program, invitation, remarks, collateral materials, and event promotion for the Annual Meeting, Annual Scholarship event, and other NCCF-sponsored events.
- Produce bi-monthly newsletters, including design and content.
- Regularly produce press releases to promote the work of NCCF.
- Develop and execute a results-driven social media campaign.
- Manage the website, including developing and updating content and executing a drive-to-web strategy.
- Create and maintain connections and communication with internal and external stakeholders to ensure access to timely and accurate information.
- Creatively partner with students and faculty in communications-related areas to provide opportunities for students to be content-creators/advisors.

## **Knowledge – Skills & Abilities**

- Commitment to the NCC Foundation's mission and dedication to partnership with the campus and its faculty, staff, and students.
- Minimum of 5 years of experience in a nonprofit communications role.
- Exceptional writing, editing, and oral communication skills, as well as proficiency in engaging with a wide range of external and internal constituencies to identify and share content.
- Ability to think strategically, analytically, and creatively, and to reorient strategy in response to new opportunities and changing priorities.
- Experienced project manager who can deliver a high volume of high-quality work within designated timelines.
- Self-starter that meets deadlines and has excellent organization, attention to detail, and teamwork skills.
- Ability to build strong relationships, work independently, make decisions, maintain confidentiality, multitask, organize, and prioritize while maintaining high standards.
- Experience with graphic design tools (Canva, Photoshop, etc.), video editing, social media marketing tools (Hootsuite, etc.), website management (WordPress), email marketing (Blackbaud), and the ability to track and report on communications analytics across multiple platforms. Willingness to learn new software applications, as needed.
- Excellent computer skills, including in-depth knowledge of all Microsoft Office, G-Suite, Zoom, etc.
- Required: A successful candidate will have multiple writing samples and a project portfolio.

## **Compensation and Benefits**

The position is a full-time salaried position with comprehensive benefits including medical, dental, vision; life and disability insurance; 401K; and generous PTO. Base salary range: \$67,000 - \$70,000, depending on relevant qualifications and experience

## **To Apply**

Please submit a resume and cover letter via email to [nccfoundation@ctstate.edu](mailto:nccfoundation@ctstate.edu). Submissions will be accepted until the position is filled; however, we encourage you to submit as soon as possible.

*The Norwalk Community College Foundation is an equal opportunity employer. All applicants will be considered for employment without attention to race, color, religion, age, sexual orientation, gender identity, national origin, veteran or disability status.*