

**Community Foundation for Southern Arizona  
Tucson, Arizona  
JOB DESCRIPTION**

<b>Position</b>	<b>Marketing and Communications Manager</b>
<b>FLSA Status</b>	Exempt
<b>Reports To</b>	The position reports to the President and CEO
<b>Organization Profile</b>	CFSA was founded in 1980 and is a leading organization in Southern Arizona for effective philanthropy and the primary knowledge center and strategic resource for donors and the nonprofit community in the region.
<b>Position Purpose &amp; Overview</b>	The Marketing and Communications Manager reports to the President and CEO of CFSA and is responsible for planning, development, and implementation of CFSA's marketing strategies, marketing communications, advertising, website, and public relations. The position will supervise the Event and Social Media Coordinator and be part of the CFSA management team. The position will also have an active role in, and provide support to, CFSA's Donor and Community Relations Committee.
<b>Duties &amp; Responsibilities</b>	<ul style="list-style-type: none"> <li>• Directly manage Events and Social Media Coordinator.</li> <li>• Develop, manage and implement an annual strategic marketing and communications plan for key stakeholder groups.</li> <li>• Work with Foundation staff to create marketing and communication strategies for fund development and stewardship of donors, community partners, supporting organizations, programs and affiliates.</li> <li>• Develop advertising campaign to meet strategic goal and objectives.</li> <li>• Be marketing communication leader and communicate and monitor CFSA affiliates and Supporting Organizations in line with policies and board adopted agreements.</li> <li>• Ensures Supporting Organizations recognize CFSA in line with approved policy.</li> <li>• Manage public relations for the Foundation and serve as a liaison between the Foundation and the news media. Coordinate press for major grant and gift announcements. Write and distribute press releases, follow up with news media on story pitches and respond to media inquiries and public relations issues affecting the Foundation.</li> <li>• Write and provide editorial direction and management for core Foundation communications including the annual report, print newsletter, e-newsletters and advertisements. Write and edit content for these vehicles, select photography, suggest and approve design by in-house or freelance designers, manage production and mailing oversight. Promote the use of marketing and development messages in all published pieces.</li> <li>• Establish social media strategy and in coordination with Event and Social Media Coordinator, oversee content for all social media and the CFSA website.</li> <li>• Oversee ongoing development and strategic direction for CFSA website.</li> <li>• Provide support to the Donor and Community Relations Committee including managing the ongoing involvement of its members to meet strategic objectives.</li> <li>• Oversee CFSA's brand guidelines and ensure compliance by staff, vendors or other outside agencies.</li> <li>• Project management and tracking of multiple projects, including tracking and analyzing and reporting on key marketing metrics for the</li> </ul>

	<p>Foundation.</p> <ul style="list-style-type: none"> <li>• Other duties as assigned.</li> </ul>
<b>Qualifications</b>	<ul style="list-style-type: none"> <li>• Minimum of five years of professional experience in positions that include communications, marketing and public relations.</li> <li>• Excellent interpersonal skills with a willingness and ability to work cooperatively with others both inside and outside the organization. Must project a professional image and customer service oriented approach at all times in person and on the phones to internal and external callers</li> <li>• Experience working with committees, donors, nonprofit organizations and building consensus among various groups</li> <li>• Attention to detail and high level of accuracy</li> <li>• Analytical and problem-solving skills</li> <li>• Ability to be self-directed and anticipate organization needs</li> <li>• Excellent organizational and time management skills, including the ability to prioritize tasks</li> <li>• Ability to maintain confidentiality</li> <li>• Experience with the development of customer-focused marketing and advertising strategies</li> <li>• Experience in public relations messaging and working with the media</li> <li>• Experience with website content development and execution using Wordpress</li> <li>• Oversee the development and execution of social media content and messaging to expand our network and visibility</li> <li>• Understanding of and practice with principles and practices of sound business communication</li> <li>• Superior communication skills, including spelling, grammar and punctuation.</li> <li>• High level of computer proficiency (Windows environment)</li> <li>• Ability to create and edit using Adobe InDesign, Photoshop or other similar programs.</li> <li>• A team player who can successfully work with other departments and act as liaison as needed</li> <li>• Commitment to creating an inclusive atmosphere where differences are understood, valued and respected; an understanding and appreciation of the diversity found within southern Arizona including the ability to work with all individuals regardless of race, color, gender, sexual orientation, sexual identity, age, religion, marital status, disability, national origin and military status.</li> </ul>
<b>Ancillary/Preferred Skills</b>	<ul style="list-style-type: none"> <li>• Fluency in Spanish a plus</li> </ul>
<b>General</b>	<p>The above statements are intended to describe the general nature and level of work being performed by an employee assigned to this job. This is not intended to be an exhaustive list of all responsibilities, duties and skills required of personnel incumbent in this position.</p>
<b>Americans with Disability Specifications</b>	<p><u>Physical Demands</u></p> <p>The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.</p> <p>While performing the duties of this job, the employee is occasionally required</p>

	<p>to stand; walk; sit; use hands to finger, handle, or feel objects, tools or controls; reach with hands and arms; climb stairs; balance; stoop, kneel, crouch or crawl; talk or hear; taste or smell. The employee must occasionally lift and/or move up to 25 pounds. Specific vision abilities required by the job include close vision, distance vision, color vision, peripheral vision, depth perception, and the ability to adjust focus.</p> <p><u>Work Environment</u></p> <ul style="list-style-type: none"> <li>• Work environment characteristics described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.</li> <li>• While performing the duties of this job, the employee is usually not exposed to weather conditions prevalent at the time.</li> </ul> <p>The noise level in the work environment is usually moderate.</p>
<b>Compensation</b>	To be determined based on qualifications and experience.
<b>At Will Relationship</b>	This document does not create an employment contract, implied or otherwise, other than an "at will" relationship which means that either you or CFSA may terminate the relationship at any time, with or without notice, and with or without cause.
<b>Last Update</b>	December 14, 2018

I have read and understand this explanation and job description and have received a copy for my records.

---

Name, Signature, Date