



Digital Marketing & Communications Manager



Together, we are building a thriving community for all Southern Arizonans.

cfsaz.org
520-770-0800



OUR MISSION

To build a thriving Southern Arizona through philanthropy.

OUR VISION

A vibrant and equitable community for all Southern Arizonans, now and forever.

OUR VALUES

- Community
- Savvy
- Generosity
- Adaptability
- Trust

OUR IMPACT

Founded in 1980, the Community Foundation for Southern Arizona has supported Southern Arizona with over \$245 million in grants and scholarships, stewarding the philanthropic legacy of our community's generous donors and increasing the breadth and depth of resources available to nonprofit organizations in our region.

The impact we make is a collective one, with funds held by individuals, families, and businesses with unique interests, ideas, and passions. Our work touches every aspect of daily life, including animal welfare, arts and culture, community development, education, environment, health and human services, and more.



It is my greatest joy to inspire a passion for giving in others - helping them achieve their philanthropic goals, and working together to create an equitable and vibrant community for all Southern Arizonans.

- Jenny Flynn, President and CEO

CFSA BY THE NUMBERS

24,000

square feet of solar-powered nonprofit office, meeting, and event space at the Community Foundation Campus

\$245+ million

in grants & scholarships awarded since 1980

450+

Home to more than 450 funds benefiting a wide range of causes

\$190+ million

IN TOTAL ASSETS

1,100+

hours of organizational development support offered through CFSA's Center for Healthy Nonprofits in 2022

\$18+ million

grants & scholarships awarded in 2022

\$34+ million

contributions received in 2022

seven

Southern Arizona counties served:
Pima, Santa Cruz, Cochise, Yuma,
Graham, Greenlee, and Pinal



Community
Foundation
campus

At the Community Foundation Campus, more than 20 nonprofits of different missions, models, and maturity are working and growing side by side. A modern, light-filled space, the Campus offers local nonprofits multiple ways to convene, collaborate, and grow.

A UNIQUE PLACE TO WORK

In addition to competitive salaries and generous benefits, CFSA offers employees a beautiful workplace that embodies our commitment to collaboration, inclusion, and environmental sustainability. The Community Foundation Campus is home to over 20 nonprofit organizations, all working to make a difference in Southern Arizona. With office and event spaces of various sizes, the CF Campus offers comfortable spaces designed to support collaboration for teams of two, twenty, or even two hundred - and it is all solar-powered!

The rooftops and parking structures at CF Campus are home to 252 solar panels capable of producing 200,000 kilowatt-hours of energy each year. In addition to increasing the sustainability of our services and directly reducing operating costs for our nonprofit suite tenants, those panels are helping the CFSA minimize our environmental impact. By shifting to solar power, CFSA is preventing more than 410,000 pounds of carbon dioxide emissions and saving over 95,000 gallons of water annually.

In true Tucson style, CFSA offers staff members and the other nonprofit tenants at the CF Campus a compelling outdoor space filled with native plants, shade trees, and seating to enjoy their lunch break or work outside and enjoy the sunshine. CFSA is also committed to highlighting the diversity of artistic talent in our community at the CF Campus. From the large-scale mural on the exterior to the variety of local artwork that fills the walls of the main building, the space is filled with color and light.



I like working at the Community Foundation for Southern Arizona because you get to work with people that want to make a positive impact in the community we live in. I also appreciate the value that CFSA places on their staff and ensuring that we have a good work-life balance. This is one of the first workplaces where I've felt my personal life is as valued as the work I do in the office.

- Enedina Miller, CFSA Program Manager

A FOUNDATION FOR GOOD

At the heart of everything we do is our commitment to stewarding the philanthropic legacy of our donors and our dedication to working in partnership with nonprofit organizations in our region. Through a variety of initiatives, CFSA brings together the people and resources needed to create an equitable and vibrant community for all Southern Arizonans. Here are some highlights from a few of our initiatives.

Center for Healthy Nonprofits

1100+

Hours of organizational development support offered through the Center in 2022

Beyond grantmaking and convening, the Community Foundation for Southern Arizona supports local nonprofits with capacity-building and organizational development assistance through its Center for Healthy Nonprofits. Tapping into the rich resources of the nonprofit consulting community in Southern Arizona and nationally, the Center offers nonprofits of all sizes valuable guidance and skill development.

The Center's training programs include a variety of workshops, roundtables, and seminars featuring both "hot topics" and essential nonprofit management and leadership curricula. From workshops dedicated to self-care practices to multi-session programs to increase basic fundraising knowledge and skills, the Center offers a wide variety of resources.

Founded in partnership with esteemed educator and civic leader Dr. Anna Jolivet, the African American Legacy Fund (AALF) works to address the educational and economic disparities faced by African Americans who call Southern Arizona home.

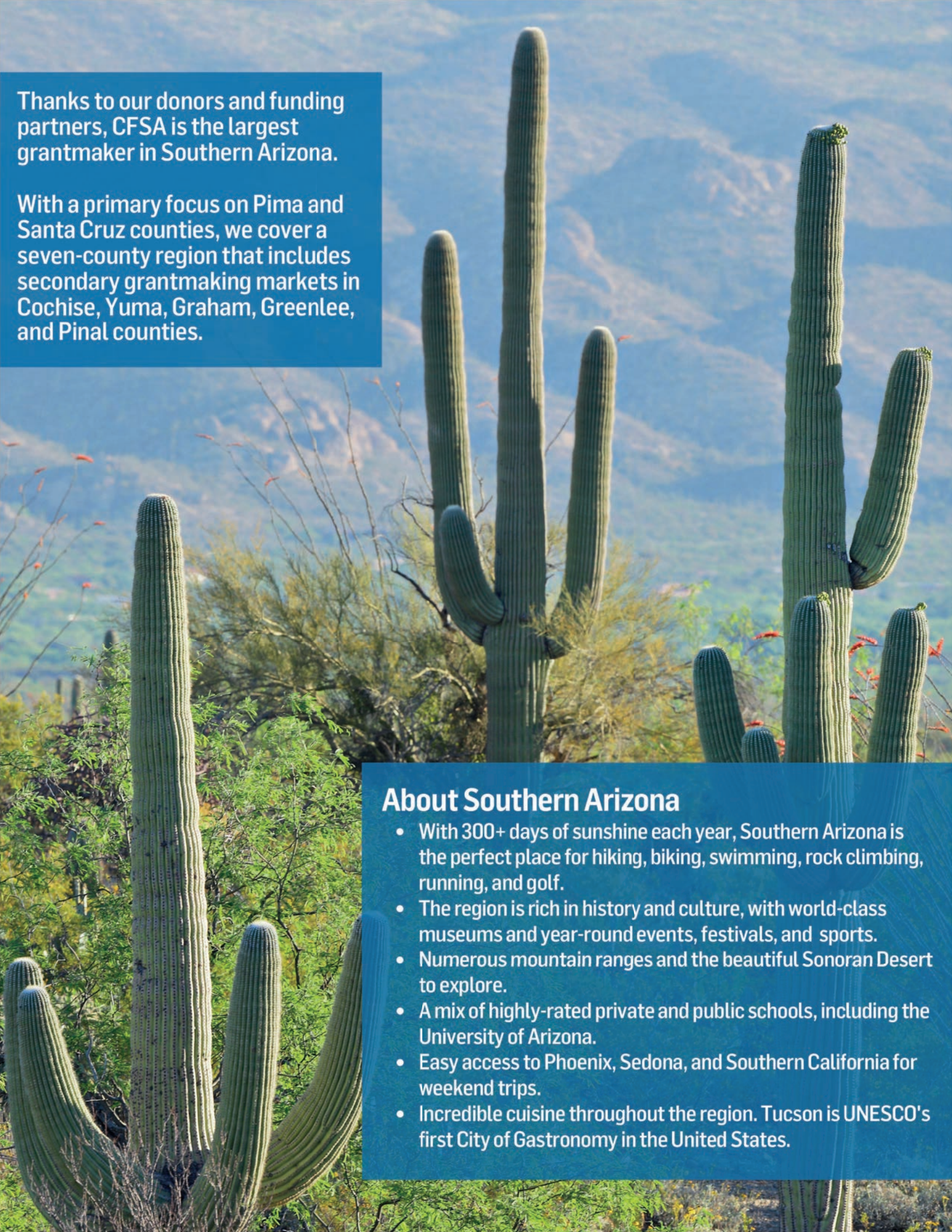
Working with generous donors and a committed local advisory board, this initiative supports innovative and inspiring educational programs, invests in the development of Black and African American leaders, and champions Black-led organizations.

Since 2015, the African American Legacy Fund has awarded \$325,000 to organizations serving the Black and African American community in Southern Arizona.



The Lesbian, Gay, Bisexual, Transgender, and Queer (LGBTQ+) Alliance Fund was created in 1999 by the Community Foundation for Southern Arizona with support from donors, community members, and a grant from the National Lesbian and Gay Community Funding Partnership.

The mission of the Alliance Fund is to foster charitable giving in support of programs and initiatives that benefit the LGBTQ+ community in Southern Arizona. To date, the Alliance Fund has awarded \$1,232,957 in grants to 75 partner organizations. In 2022, the Fund shifted to offering multi-year grants to better support the nonprofit partners providing essential services to queer members of our community.



Thanks to our donors and funding partners, CFSA is the largest grantmaker in Southern Arizona.

With a primary focus on Pima and Santa Cruz counties, we cover a seven-county region that includes secondary grantmaking markets in Cochise, Yuma, Graham, Greenlee, and Pinal counties.

About Southern Arizona

- With 300+ days of sunshine each year, Southern Arizona is the perfect place for hiking, biking, swimming, rock climbing, running, and golf.
- The region is rich in history and culture, with world-class museums and year-round events, festivals, and sports.
- Numerous mountain ranges and the beautiful Sonoran Desert to explore.
- A mix of highly-rated private and public schools, including the University of Arizona.
- Easy access to Phoenix, Sedona, and Southern California for weekend trips.
- Incredible cuisine throughout the region. Tucson is UNESCO's first City of Gastronomy in the United States.

THE OPPORTUNITY

POSITION OVERVIEW

The Digital Marketing and Communications Manager reports to the Senior Director of Marketing and Communications and is responsible for implementing and evaluating digital communications across the organization.

This position is responsible for the content, design, analytics, and maintenance of CFSA's website, email marketing, social media, and other digital spaces and will ensure that the brand identity and messages are presented consistently and effectively across all digital platforms. The Digital Marketing and Communications Manager also supports general marketing and communications efforts for CFSA's various departments and initiatives and assists with planning and implementing events for key audiences.

KEY RESPONSIBILITIES

1 DIGITAL MARKETING (50%)

In partnership with the Senior Director of Marketing and Communications, the Digital Marketing and Communications Manager will develop, implement, and evaluate a digital marketing strategy that 1) demonstrates CFSA's value to current donors, potential donors, professional advisors, nonprofits, and the greater Southern Arizona community, and 2) increases brand awareness and trust.

CFSA's Digital Marketing and Communications Manager will drive the organization's digital brand identity, ensuring consistent messaging, tone, and visual representation across all marketing channels and materials. In addition to strategy and scheduling, this position also plays a creative role. This position will produce and coordinate the production and editing of owned content for all digital and social media channels, including video, photography, written content, informational downloads, website graphics, and optimized social media graphics.

The Digital Marketing and Communications Manager should be comfortable developing and implementing workflows that ensure all scheduled messages and activities on CFSA's MarCom calendar are executed on time and to a high standard. This position also monitors and reports monthly on key digital marketing and social media activity metrics.

2 GENERAL MARKETING & COMMUNICATIONS SUPPORT (30%)

The Digital Marketing and Communications Manager will provide general marketing and communications support to CFSA's Executive Office, Philanthropy Department, Community Impact Department, and CFSA Initiatives. Initiatives include, but are not limited to, the African American Legacy Fund, Center for Healthy Nonprofits, Community Foundation Campus, LGBTQ+ Alliance Fund, Local News Initiative, Nonprofit Solar Project, and Pima Alliance for Animal Welfare.

3 EVENT SUPPORT (20%)

As part of the CFSA Marketing Team, the Digital Marketing and Communications Manager will assist with planning and implementing core CFSA events, including CFSA's Annual Event, Donor Holiday Party, and Legacy Donor Luncheon, and will serve, when needed, as the primary point of contact for event vendors. Occasional evening and weekend work will be required to support these signature events and community engagement events like the Solutions-Focused Community Book Club and annual CFSA initiative fundraising and celebration events.

CANDIDATE PROFILE

This position requires a minimum of 5 years of professional experience in digital marketing and communications OR an undergraduate degree in a related field plus a minimum of 3 years of experience. Successful applicants will have experience developing and implementing a digital marketing strategy, including website content development, search engine optimization (SEO), search engine marketing (SEM), content marketing, social media marketing, and email marketing. Applicants should also demonstrate experience in audience segmentation and possess superior writing skills, with close attention paid to spelling, grammar, and punctuation. This position also requires a keen understanding of the value created by a consistent brand identity and experience in creating compelling graphics and written content in alignment with brand standards. Experience implementing and evaluating multi-channel marketing campaigns, working with outside vendors, and planning community events is preferred.

We know there are great candidates who will not fit everything we have described above or who have important skills we have not considered. If that's you, do not hesitate to apply and tell us about yourself.

HOW TO APPLY

To apply, please email your cover letter, resume, a sample event promotional graphic sized for a Facebook post, and two writing samples (200-500 words) to hr@cfsaz.org. Please put "Digital Marketing & Communications Manager" in the subject field. Application review will begin on November 27, 2023.

Please visit our website at <https://cfsaz.org/who/employment/> to view the complete job description.

COMPENSATION

The hiring range for this position is \$60,000 to \$65,000, commensurate with experience.

CFSA offers full-time employees:

- 401(k) retirement plan with employer match. Eligible after 90 days with full vesting, with CFSA contributing 4% of salary immediately and matching up to 4% more after one year, for a total potential match of up to 8%.
- Health insurance: CFSA covers 80% of the employee premium and 50% of all dependent coverage costs under the base plan.
- Dental and vision insurance: CFSA covers 90% of the employee premium.
- Life, accident, death, and dismemberment insurance: CFSA covers 100% of the employee premium.
- CFSA covers 100% of the employee premium for short-term and long-term disability insurance.
- Ten paid holidays and twenty days of paid time off in year one.
- Paid family leave.
- A flexible work environment that supports a healthy work/life balance and hybrid work options.

TOTAL REWARDS

The Community Foundation for Southern Arizona offers an outstanding total rewards package to meet employees' health and wellness needs, promote professional development and career growth opportunities, recognize performance, and provide retirement resources.

Health & Wellness	Financial	Culture	Training
<ul style="list-style-type: none">• Medical• Dental• Life Insurance• Disability• Employee Assistance Program	<ul style="list-style-type: none">• Base Pay• Team Bonus• Retirement Plan with match• Paid Time Off	<ul style="list-style-type: none">• Mission-driven• Rewarding Work• Inclusion, Diversity, Equity, and Access• Hybrid Work Model	<ul style="list-style-type: none">• Training and Development• Career Growth• Training Budget