



**TITLE:** COMMUNICATIONS OFFICER  
(Full-Time Position)  
**STATUS:** EXEMPT  
**SUPERVISOR:** CHIEF DEVELOPMENT OFFICER

### **About JFCS**

Founded in 1937, JFCS was voted one of Pittsburgh's best places to work for 10 years running. We are committed to helping people of all ages and backgrounds through life's changes and challenges. We provide comprehensive, innovative and compassionate social service programs for everyone who walks through our door and throughout the Greater Pittsburgh region.

### **Position Summary**

The Communications Officer plays a crucial leadership role in developing, effectively managing and directing all JFCS communications and marketing strategies. Reporting to the Chief Development Officer, this position ensures that all communications strategies are aligned with and support JFCS' organizational, program and fund development goals and priorities. As JFCS maintains its commitment to serving community members during extraordinarily challenging times, clear, consistent, and compelling messaging, outreach and engagement strategies are essential to maintain and expand relationships with community members, organizational partners, funders and champions of our mission. The Communications Officer will manage marketing and communications specialists and contractors and collaborate closely with leadership, fund development and community engagement colleagues

### **Duties and Responsibilities**

#### ***Strategic Leadership***

- Develop, implement and evaluate an annual communications plan that aligns with JFCS' strategic goals and priorities
- Maintain brand guidelines and ensure that the JFCS brand is consistently represented across all communications channels
- Develop and refine JFCS' core messages and positioning to ensure organizational consistency and relevance
- Collaborate with executive and program leaders to develop strategies to broaden awareness, expand programmatic reach, increase private funding and motivate action
- Field and prioritize communications requests from across the organization and ensure deliverables are produced in a timely and responsive fashion
- Ensure all communication channels feature up to date, engaging content
- Monitor communications trends within the industries JFCS operates in to ensure JFCS' communications strategies remain innovative and effective

#### ***Public Relations***

- Expand awareness and media coverage of JFCS and its impact and manage public perception



- Oversee organizational response to media and public inquiries; monitor and respond to feedback
- Coach and support JFCS leadership, program staff, and Board members as spokespeople and ambassadors for the organization
- Serve as lead contact for crisis communications and enact plans to mitigate reputational risk

### ***Content Creation***

- Lead the generation of high-quality content that engages and informs audience segments, demonstrates impact and leads to measurable action
- Oversee the development, distribution, and maintenance of all print and electronic collateral including, but not limited to fundraising appeals, newsletters, brochures and websites
- Serve as executive editor of all externally facing content
- Produce annual reports and other external reports that effectively communicate JFCS' mission, impact and successes
- Write talking points, speeches, blog posts, opinion pieces for executive leadership and generate new opportunities for speaking engagements
- Lead and manage contracted vendors (e.g., photographers, videographers, content creators, printers) to ensure that third-party work aligns with JFCS' brand standard and tone and is completed according to a predetermined schedule

### ***Marketing***

- Execute multi-channel marketing campaigns to reach potential beneficiaries, volunteers, donors and advocates through various platforms
- Oversee the development of marketing materials to promote the agency and its programs, including volunteer engagement and fundraising campaigns
- Monitor and analyze relevant metrics to optimize engagement and reach key audiences
- Design and oversee organizational events to engage key audiences
- Develop new events and partnership opportunities to broaden engagement

### ***Management and Operations***

- Mentor and supervise marketing and communications team members
- Coordinate professional learning opportunities for team members to maintain relevant skills, pursue innovative practices and stay abreast of rapidly changing tools and technologies
- Develop metrics to assess and improve communications and marketing strategies
- Develop an internal communications strategy to share knowledge and strengthen engagement
- Develop and manage communications budget
- Other Duties as assigned

### ***Qualifications***

- Bachelor's degree in marketing, communications, or other relevant fields required
- Minimum of 5 years relevant experience and demonstrated success positioning an organization to achieve tangible outcomes in a competitive communications environment through the development and execution of a comprehensive communications strategy



- Knowledge of and experience providing communications services on topics relevant to JFCS' mission, the social sector and advocacy work a plus
- Excellent written and oral communications skills; full capability to maintain consistent tone, and align communications materials with JFCS mission and vision
- 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
- High energy, maturity, and leadership with the ability to serve as a positive and unifying force and to position communications discussions at both strategic and tactical levels
- Relationship builder with the flexibility and finesse to "manage by influence"
- Superior project management and time management skills and a strong record of accomplishment as an implementer who thrives on managing a variety of initiatives concurrently
- Strong knowledge and understanding of current trends in communications, digital media, social media, storytelling, use of data and integrated, multi-channel communications
- Working knowledge of CRMs, content management systems and marketing platforms
- Sincere commitment to work collaboratively with all constituent groups, including staff, board members, volunteers, donors, program participants, and other supporters
- Entrepreneurial; enjoys creating and implementing new initiatives, processes and systems

**Physical Requirements:**

- Prolonged periods sitting at a desk and working on a computer.
- Must be able to lift up to 15 pounds at times.

Signature\_\_\_\_\_

Date:\_\_\_\_\_

**Compensation:**

Compensation includes salary of \$77,000 and benefits package (health, dental and vision; vacation time, sick time and floating holidays; company-paid life insurance, short-term disability and long-term disability; 401k with employer contribution of 4% after first year; longevity bonuses). JFCS currently uses a hybrid work model.