

## COMMUNITY FOUNDATION OF CENTRAL ILLINOIS

### Job Description

<b>Job Title:</b>	Director of Communications	<b>Date:</b>	December 17, 2020
<b>Department:</b>		<b>Schedule:</b>	40 Hours Per Week
<b>Position Status:</b>	Full-time	<b>FLSA Status:</b>	Exempt
<b>Supervisor:</b>	CEO	<b>Supervisory Responsibilities:</b>	No

**Position Objective:** The Director of Communications works closely with the CEO and other staff in executing responsibilities to help fulfill the vision, mission and objectives of the Community Foundation of Central Illinois (CFCI).

#### Essential Duties/Responsibilities

- Develop and execute a comprehensive strategic marketing plan and budget.
- Raise awareness of the Foundation's activities and services through a variety of print, media and digital formats; media relations; advertising; and event marketing.
- Write, design, proofread and distribute print and electronic collateral including annual reports, newsletters, direct mailings, presentation decks and e-blasts.
- Develop and execute social media strategy.
- Manage CFCI's website.
- Measure the effectiveness of all marketing initiatives.
- Govern the Foundation's brand standards and ensure that the identity of the brand remains consistent.
- Cultivate relationships with media contacts and key community stakeholders. Secure speaking engagements for staff and volunteer leaders positioning them as community experts.
- Create and distribute media advisories and press releases.
- Manage and maintain media contact list.
- Create and maintain robust libraries of donor and grantee stories, photos, videos and press releases.
- Work with the leadership team to determine and execute marketing needs for key initiatives including Women's Fund, Emerging Philanthropists Fund and the Ending Hunger Together grants program
- Serve as primary staff liaison for the Marketing Committee.
- Attend CFCI staff meetings and appropriate CFCI board/committee meetings.
- Assist with donor stewardship and fund development activities.
- Assist with all CFCI events.
- Attend professional training, conferences and meetings as needed.
- Adhere to the policies and procedures of CFCI.

#### Marginal Responsibilities

- Perform other duties as assigned by the CEO.

#### Education/Experience Requirements

- Bachelor's degree in Communications, English, Journalism, Marketing or related field required.
- Minimum of three years of relevant experience with demonstrated success in designing and implementing communications strategies and campaigns.

- Not-for-profit experience preferred.
- Exceptional oral and written communication skills. Persuasive writer and storyteller.
- Professional experience across the technology landscape including proficiency in Adobe Creative Suite, Canva, Constant Contact, social media, content development and data analysis.
- Highly organized, creative and self-motivated with the ability to prioritize and manage multiple projects simultaneously.
- Ability to build trusted relationships and be an effective ambassador for the Foundation among diverse constituent groups.
- Knowledge of the Central Illinois community and philanthropic landscape preferred.
- Knowledge of basic fundraising/donor development concepts preferred.
- Volunteer coordination experience preferred.
- Familiarity with and commitment to the central Illinois community.
- Good judgment/discretion/ability to maintain confidentiality.
- Computer proficiency with excellent database management skills.
- Strong work ethic.

**Physical Requirements**

- Regular sitting, standing, walking and lifting. May include lifting and carrying up to 30 pounds.
- Acute verbal, hearing and visual senses required for communication.
- Manual dexterity and visual capability to use computer, audio/visual and general office equipment.
- Upon request, reasonable accommodations will be made to enable individuals with disabilities to perform the essential functions.

**Work Environment**

- Work environment includes the CFCI offices and various locations throughout the central Illinois area.
- May require occasional evening or weekend work.

<b>Approvals</b>	
<b>CEO Approval:</b> _____	<b>Date:</b> _____
<b>CEO Name:</b> _____	
<b>I have read and understand this job description and understand all it contains, especially the requirements, essential functions and duties of this position.</b>	
<b>Employee Signature:</b> _____	<b>Date:</b> _____
<b>Employee Name:</b> _____	

The above job description reflects the general requirements necessary to perform the principal functions or responsibilities of the job identified and shall not be interpreted as a detailed description of all work requirements that may be inherent in the job, either at present or in the future, and may be amended by the management as appropriate, with or without notice.