



Communications & Engagement Specialist Job Description

Overview

The Communications & Engagement Specialist plays a crucial role in fostering relationships between the organization and its audiences. This position is responsible for developing and executing effective communication strategies to promote Foothills CAC's services through various channels, including social media, public relations, and community outreach to engage the community, and build meaningful partnerships with stakeholders. The ideal candidate will possess strong communication skills and a creative mindset to effectively convey the organization's message and values.

This position is a full-time position and reports to the CEO.

Responsibilities include:

Communication Strategy and Implementation

- Develop, implement, and evaluate a comprehensive communication strategy to enhance awareness of Foothills CAC's mission and services.
- Manage social media accounts, website content, and newsletters, ensuring consistent and engaging messaging.
- Create and distribute press releases, marketing materials, and other reports for various audiences.
- Oversee the development and production of promotional content, including graphics, videos, and print materials.

Community Engagement

- Build and maintain strong relationships with community partners, donors, and other stakeholders.
- Plan and execute outreach events, workshops, and campaigns to educate the public and strengthen community support.
- Represent Foothills CAC at community events, meetings, and conferences.

Donor Relations and Fundraising

- Collaborate with the development team to identify, engage, and cultivate relationships with potential and existing donors.
- Develop and implement targeted communication strategies to recognize and retain donors.
- Create compelling donor-focused materials, such as impact reports, thank-you letters, and campaign updates.
- Assist with the planning, promotion and execution of fundraising events and initiatives, ensuring donor engagement and participation.

Internal Support

- Provide communication tools and resources to staff and board members for public engagement.
- Ensure brand consistency across all communications and outreach efforts.

Additional Duties

- Participate in community education and presentations.
- Recruit volunteers to support fundraising efforts.
- Other duties as assigned by the CEO.

Requirements:

- Proven experience in social media management and public relations.
- Exceptional writing skills with a keen eye for detail in editing and proofreading.
- Accomplished use of graphic design tools (e.g., Canva, Adobe Creative Suite)
- Website management (e.g., Weebly).
- Ability to communicate effectively across different platforms and styles, adapting messages as needed for diverse audiences.
- Excellent organizational and project management skills,
- Familiarity with media relations practices.
- A proactive attitude towards engaging with the community and building lasting relationships.
- Skilled in managing donor software (Network for Good).

Other Qualifications:

- Self-motivated and able to work independently.
- Knowledge of team dynamics.
- Ability to work collaboratively with other professionals.
- Ability to work in a stressful job environment with difficult subject matter.
- Ability to develop logical and creative solutions and be responsible for making sound decisions.
- Ability to be flexible and adjust to a quickly changing schedule and handle distractions and interruptions.
- Proficient in Microsoft Office, Word, Excel, PowerPoint, and Canva.
- Job classification: This is a full-time, salaried, exempt position, working normal business hours.
- Line of reporting: The Communication and Engagement Specialists will report to the CEO.
- Location: Position will be expected to work from our Charlottesville office
- Physical Requirements: Candidates should be comfortable working at a computer.
- Compensation: \$62,000-\$65,000 over 26 paychecks a year

Benefits:

- 3 weeks of accrued paid time off, sick time, and personal days.
- Health, dental, and vision insurance.
- 3% employer retirement match.
- Flexible/remote work options as schedule allows.
- Organization commitment to, and funding for, professional development.

Other Requirements:

- Successful completion of criminal background and child abuse/neglect clearances as a condition of employment, and every three years thereafter.

- This position primarily operates during regular business hours, but flexibility is required for occasional evenings and weekends.
- Must have access to a vehicle; possess a valid driver's license and proof of insurance.
- Must demonstrate proof of legal ability to work in the United States.

Studies have shown that women, trans, non-binary folks, and BIPOC are less likely to apply for jobs unless they believe they meet every single one of the qualifications as described in a job description. We are committed to building a diverse and inclusive organization, and strongly encourage you to apply, even if you don't believe you meet every one of the qualifications described.

Foothills Child Advocacy Center is an equal-opportunity employer and proudly values diversity. We do not discriminate on the basis of race, color, ancestry, religion, national origin, sexual orientation, age, marital or family status, disability, gender, gender identity or expression, pregnancy or caregiver status, veteran status, or any other legally protected status. We encourage people from all backgrounds, ages, abilities, and experiences to apply. We will ensure that individuals with disabilities are provided reasonable accommodations to participate in the job application and interview process, perform essential job functions, and receive other benefits and privileges of employment.

Job Posting Timeline

- Position Posting Period: Open until January 30, 2025.
- First Round Interviews: Conducted via Zoom by the CEO, to be completed by mid-February 2025.
- Second Round Interviews: Conducted in person at Foothills, involving current employees, to be completed by March 7, 2025.
- Interview questions will be provided to candidates prior to the interviews.
- Offer Announcement: By March 14, 2025.
- Projected Start Date: April 14, 2025.

Apply to hello@foothillscac.org

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