



Communications Manager

Summary of Position

The Communications Manager is a full-time position responsible for managing & promoting The CARE Center's overall brand. This individual will focus on opportunities to increase the community's awareness of The CARE Center's mission and work. This individual will manage the organization's fundraising events as well as manage our website, social media, external media, Young Professionals Board, and public relations efforts positioning The CARE Center as the area expert in child abuse and neglect. The Communications Manager will report to the Director of Development & Communications and will manage the Communications Coordinator and subsequent Communications team members, including interns.

Essential Job Functions

1. Communications & Outreach
 - Manage inquiries and provide information to meet news and editorial requests
 - Manage creation of compelling, diverse, and inclusive content for organization's social media accounts (Instagram, Facebook, TikTok, Twitter & LinkedIn) including timely engagement in comments and DMs
 - Manage creation of compelling, diverse, and inclusive content for organization's website, newsletters, and blog posts
 - Manage Young Professionals Board including attending meetings, onboarding new members, and acting as the liaison between members & The CARE Center
 - Act as a brand ambassador for The CARE Center, answering questions and speaking confidently about our work, mission, and goals
2. Fundraising & Donor Relations
 - Oversee the organization's donor database (Bloomerang) including timely gift processing, acknowledgements, and reports
 - Engage with donors and prospective donors via a variety of mediums including tours, phone calls, and targeted emails
 - Manage development of fundraising materials including solicitation mailings, invitations, social media campaigns, and other publicity
3. Special Events
 - Manage planning fundraising and other donor events including The CARE Center's annual Brave Ball gala and Stand Up for Kids luncheon, in addition to several smaller events throughout the year
 - Manage all event elements including auction item and sponsor solicitations, committee meetings, event budget, program development, event timelines, logistics, and a variety of other event elements

Required Skills & Abilities

- Passion for serving Oklahoma children and educating the public about The CARE Center's work
- Associated Press style writing and copy-editing
- Adobe Creative Suite, basic graphic design
- Experience writing email newsletters, blog posts, and press releases
- Photography & photo-editing

- Videography & video-editing
- Website management experience
- Ability to work independently and within a team environment to achieve common goals
- Excitement to work both remotely and in-person, when necessary
- Ability to react and adapt to changing situations appropriately
- Excellent time management skills and ability to comfortably multi-task
- Strong event-planning and event-management skills
- 5+ years social media management & content creation experience (Instagram, Facebook, TikTok, Twitter & LinkedIn)
- Ability to develop meaningful relationships with community partners & individual, corporate, and foundation donors
- Willingness and ability to travel and work nights and weekends as necessary
- Must be comfortable in front of various sizes and types of audiences (including media appearances & presentations) and speaking with knowledge and professionalism
- Ability to read and comprehend financial reports in relation to agency funds
- Ability to maintain a positive and professional attitude under pressure
- Ability to work independently and follow through on assignments with minimal supervision
- Must be proficient in Microsoft Suite applications & Google Drive applications
- Must be culturally sensitive and respectful of all individuals

Preferred Skills & Abilities

- Bilingual candidates preferred
- Website design experience

Required Knowledge & Education

- Bachelor's degree in communications, marketing, public relations, or related field
- Minimum of two years' experience in related field, preferably in a nonprofit organization
- Event planning experience, preferably in a nonprofit organization
- Must have valid driver's license, reliable transportation, and ability to work in-person in Oklahoma City when necessary
- Must pass nationwide background check