YWCA Greater Lafayette Job Description

Title: Director of Communications & Engagement  
Department: Development  
FLSA Status: Exempt  
Reports to: Chief Executive Officer

YWCA Greater Lafayette is dedicated to eliminating racism, empowering women, and promoting peace, justice, freedom, and dignity for all.

YWCA Greater Lafayette is an organization with a powerful nationwide mission and long-standing relationships with supporters. The work we do is meaningful and necessary, and our supporters recognize the crucial role we play in the community. We need a member of our team that will continue to cultivate existing relationships and help us tell our story to those that don’t know it yet. Our mission is the core of who we are, and our vision is to be the leading organization for women and their families, empowering them to meet their vital needs and succeed in life.

We are seeking a dynamic, creative, visionary as our Director of Communications and Engagement to plan, organize and manage all aspects of engagement, outreach, communication functions and events. This position will coordinate both internal and external communications and engagement to advance our mission of YWCA Greater Lafayette through active involvement in events, donor relations, and marketing support. Specialized skills required include graphic design, content creation, web management, and media relations.

Position Summary

Reporting to the CEO and a key member of the management team, this position is responsible for executing the marketing, communications, and events functions of YWCA Greater Lafayette. Candidates should have demonstrated and significant expertise/experience in the following areas: all aspects of marketing and communications including brand development and management, social media, website maintenance and development, maintaining established brand standards, producing collateral materials, event management and execution and direct communications with donors, staff, community partners and the public.

Essential Responsibilities:

● Responsible for seamless internal and external communication. Generate awareness and promotion of YWCA Greater Lafayette.

● Develop and maintain a collection of photos, testimonials, press clippings, etc. which can be used to illustrate the organization’s mission in action when working with different funding sources and activities.

● Working with other staff to ensure that materials are produced following brand guidelines. Create templates for program staff to use.

● Responsible for designing and producing agency newsletters for both internal and external audiences.

● Responsible for the ordering of marketing, development, program, and association print materials. Design...
and package materials needed to support the organization.

- Develop press releases and provide support in maintaining relationships with media, organizational groups, and businesses to support the development activities of YWCA Greater Lafayette.

- Ensure accurate, clear, detailed, and complete communications; correct in terms of spelling, grammar, punctuation, style; and following procedures to send to constituents.

- Support special events across the agency including monthly awareness events, fundraising events, programming events and third-party events. Provide creative collateral material, press releases and coordinating officials.

- Recruit, orient and lead Marketing Committee with meeting schedules and agendas.

- Produce communications for print, TV, radio, and the Internet as directed.

- Responsible for copy, content, function and maintenance of website and social media including yet not limited to website, Instagram, LinkedIn, Twitter, and Facebook.

- Act as association photographer by documenting special events and capturing program moments for archival and use in promotion of agency.

- Assist with development and fundraising events.
  - Develop marketing materials (e-mail, web, social media, print) to cultivate team leaders and participants. Provide promotion and work with media for press coverage.
  - Manage logistics and data oversight for fundraising events.
  - Manage donor management software including data entry.
  - Produce required reports from donor management software and donor appreciation letters.

- Serve as the internal manager of YWCA events including Salute to Women, Clay Bowl, Power of the Purse, and Holiday Bingo
  - Creatively seek opportunities for new or improved events.
  - Manage timelines, venues, vendors, staffing and budgets.
  - Plan event layouts, logistics, booth materials and staff briefings.
  - Collaborate with staff and board members to promote events and initiatives.

**Knowledge and Experience:**

- Strong customer service skills with ability to communicate in a professional manner with a wide range of people.

- Ability to exercise independent judgment and discretion when handling potentially confidential or sensitive matters.

- Strong time management skills, ability to take initiative to solve problems and work with minimum supervision.

- Proficient in Microsoft Office including Outlook, Word, and Excel as well as, proficient in Canva, mass email delivery systems, Dropbox, Survey Monkey, Design Illustrator, and Adobe platforms.

- 1-3 years of related experience preferred.

- Strong skills in writing, planning, organizing, and evaluation of written/oral communications.

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● Ability and experience working with various copiers and other office equipment.
● Detail-oriented, accurate, organized, with ability to work under pressure and shift priorities in response to changing needs.
● Ability to work well with others (share office space with staff and volunteers); work as a team member, including professional work attitude/mannerisms.
● Comfortable in handling a multitude of projects with overlapping deadlines.
● Must have a valid driver’s license and personal automobile insurance coverage.
● Flexibility to change work hours as needed.

**Education:**
● Bachelor’s Degree in Business, Nonprofit Management, Journalism, Communications, Marketing, or related major; or a combination of education and experience.

**Physical/Mental Essential Requirements:**
● Walking, standing, bending, stooping, reaching, moderate lifting and carrying (up to thirty (30) pounds).
● Full range of body motion including manual and finger dexterity and eye-hand coordination.
● Requires corrected vision and hearing to normal range.
● Ability to sit at a computer workstation for extended periods of time.
● Occasional need to stand for long periods of time.
● Ability to focus on detail and accuracy of work product.
● Occasional high stress may be experienced in dealing with clients, staff and volunteers.

A criminal conviction check is required for employment in this position. The YWCA is an equal opportunity, affirmative action employer fully committed to achieving a diverse workforce.

The statements within this job description are intended to describe the general nature and level of work being performed by employees assigned to this position. They are not intended to be construed as an exhaustive list of all responsibilities, duties, and skills required of personnel in this position.

_________________________ __________________________
President/CEO’s Signature Date

_________________________ __________________________
Supervisor’s Signature Date

**I have read and I understand this job description.**

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