

Job Description: Senior Communications Manager

Job Title: Senior Communications Manager	FLSA Status: Exempt
Department: Communications	Reports To: Chief Communications Officer

Purpose:

Prevent Child Abuse America (PCA America) is a leading champion for all children in the United States. Founded in 1972, we are the nation's oldest and largest organization dedicated to the primary prevention of child abuse and neglect, working to actively prevent all forms of child abuse and neglect *before it happens*. Our success is founded on a nationwide network of state chapters and six hundred Healthy Families America (HFA) home visiting sites. We also conduct, translate, and disseminate innovative research based on science that our vast network then puts into action. And we raise public awareness and advocate for family-friendly policies at the national, state, and local levels to support transformative programs and promote the conditions and contexts that help children, families, and communities across the country thrive.

The Senior Communications Manager reports directly to the Chief Communications Officer and provides support to the Prevent Child Abuse America national office, and technical assistance on matters pertaining to marketing and communications to the state chapters and Healthy Families America networks, as well as other national partners. The Senior Communications Manager illustrates media relations expertise and management by providing marketing plans, writing op-eds and web and social content. This person would also support PCA America's overall influencer relationship work, analyze communication data as well as create and amplify both PCA America's and HFA's efforts for advocacy, research, and communication around fundraising.

Roles and responsibilities:

- Develop and implement strategic external communication plans
- Generate marketing reports and analyses, presentations, and newsletters to engage and inform internal and external audiences as well as new and current supporters
- Ensure consistent delivery of key messages to all internal and external audiences
- Support the Communications department in mitigating brand and business issues and managing crises
- Create, edit, and deliver external communications materials including press releases, talking points, FAQs, positioning statements and videos
- Partner to identify opportunities for cross-functional campaigns and story amplification and cultivate content sources within the organization
- Work to elevate key policy and advocacy opportunities as well as working with state chapters to support local efforts as needed

- Nurture media relationships to secure proactive media coverage and position the agency as thought leaders in the child abuse and prevention space
- Work directly with web managers and vendors to update and maintain agency website content, branding consistency, look and feel
- Direct in-house and external graphic designers, photographers, and other media-production specialists integral to the completion of marketing projects
- Contribute ideas for new programs, researching and recommending innovative branding techniques
- Develop an understanding of short- and long-term department goals and planned initiatives
- Adjust and communicate plan changes as necessary to ensure costs for materials, media, and labor are in line with the sales potential for a specific product or campaign

Please note: this list of responsibilities is not all-inclusive and may be expanded to include other duties and responsibilities as management deems necessary from time to time.

Expectations:

- Demonstrate storytelling proficiency, with an understanding of AP writing style
- Demonstrate ethical behavior and business practices and ensure that own behavior and that of others is consistent with ethical standards and aligns with the values of the organization
- Demonstrate a willingness to be flexible, versatile, and/or tolerant in a changing work environment while maintaining effectiveness and efficiency
- Establish and maintain positive working relationships with others, both internally and externally, to achieve the goals of the organization
- Maintain a proactive, collaborative, and supportive management style that focuses on the development and empowerment of employees at all levels
- Demonstrate the capacity to transform processes and strategy in a manner that motivates the team, fosters alignment, and produces strong results
- Speak, listen, and write in a clear, thorough, and timely manner using appropriate and effective communication tools and techniques
- Assess situations to determine the importance, urgency, and risks, and make clear decisions that are timely and in the best interests of the department and organization
- Assess problem situations to identify causes, gather and process relevant information, generate viable solutions, and make recommendations and/or resolve the problem
- Demonstrate the maturity to keep things in perspective and manage calmly through setbacks
- Hold a passionate interest in the mission of Prevent Child Abuse America

Necessary qualifications and skills:

- Bachelor's Degree in Communications, Journalism, English, Public Relations, Marketing or related field required
- 7+ years of Communications/Public Relations experience, preferably in the non-profit, issues-based community
- 2+ years of experience with marketing software such as Meltwater or Cision
- Proven track record of successful marketing campaign development and design
- Exceptional writing skills with a meticulous eye for detail and storytelling
- Demonstrated experience with all types of social media (e.g. Facebook, Twitter, Instagram, etc.)
- Experience and understanding of working with donors and highly visible influencers
- Experience working in a high-volume, fast-paced environment
- Working knowledge of Microsoft Office and web content management systems experience
- Excellent communications skills, including both written and verbal

Other qualifications:

- Strong understanding of the PCA America vision to support families to end abuse and neglect
- Experience in developing and successfully executing robust, multi-month marketing and communications
- Advanced level proficiency with Microsoft Office products, including Word, Excel, and PowerPoint
- Experience with submitting awards on behalf of major corporations
- Knowledge of media/communications channels across multiple touch points, including social media
- Experience with email marketing platforms, such as Constant Contact, Mail Chimp, and Salesforce CRM platform

Travel:

Travel may be required at various times of the year (approximately 10% throughout the year pending COVID-related restrictions).

Work environment:

This is a full-time, hybrid remote/in-office position. The incumbent of this role will need to be able to commute to the Prevent Child Abuse America headquarters office located in Chicago, IL.

Compensation:

- Benefits include health, dental, life, vision, and disability insurance, and 401(k)

- Each full-time employee receives paid holidays, sick days, vacation days, and personal days in accordance with PCA America employee handbook.
- Salary is commensurate with educational and professional experience.

To learn more about Prevent Child Abuse America, please visit: www.preventchildabuse.org.

To learn more about Healthy Families America, please visit: www.healthyfamiliesamerica.org.

Prevent Child Abuse America is an Equal Opportunity Employer.