



## **COMMUNICATIONS MANAGER**

ASK Childhood Cancer Foundation is seeking a full-time Communications Manager to enhance philanthropic support, event marketing and family participant connection by communicating ASK's mission, programs and impact through website, blog, social media, digital and print to a variety of stakeholder groups including but not limited to ASK families, donors, funders, partners, volunteers, hospital staff, public officials and policymakers.

The Communications Manager reports to the Development Director and works closely with the Executive Director and ASK staff to ensure all program-related and mission-derived communications needs are being met in service to fundraising and advancement goals, and to the organization's vision and strategic objectives.

## **RESPONSIBILITIES**

The Communications Manager's responsibilities include, but are not limited to, the following activities in four core areas (with estimates of time devoted to each).

### **Outreach and Messaging (40%)**

- Manage social media presence by creating, curating and posting content on all of ASK's social media channels (Facebook, Twitter, Instagram, LinkedIn, etc.)
- Provide writing, editing and graphic design support on print and electronic communications for development and program projects, including monthly newsletters, fundraising campaigns, invitations, flyers, brochures and signage.
- Create, update and coordinate website content and design, ensuring that information is accurate, up-to-date and informative.
- Collect and share compelling stories that illustrate and highlight the impact of ASK.

### **Event Marketing (40%)**

- Support event planning and discussions of annual fundraising events, including ASK Above & Beyond Gala, ASK 5K & Fun Walk, ASK Ambassadors Fall Bash and ASK 5K Donut Run, as well as third-party community fundraising events.
- Design and produce event materials including fundraising websites, sponsorship packages, posters, flyers, advertisements and social media creative.
- Provide support for audio, video and multimedia production of in-person and online events.

### **Public Awareness (15%)**

- Participate in the development, design and implementation of campaigns creating awareness and action in support of childhood cancer issues and ASK programs.
- Write and circulate press releases when needed (awards, new board members, etc.).

### **Administrative Duties (5%)**

- Maintain organizational communications calendar in collaboration with ASK staff that reflects strategic priorities as well as tactical objectives.
- Ensure all content adheres to brand values and style.
- Support development and special events, including public speaking appearances, working at fundraising events or attending events to represent ASK in the community.

### **To be successful in the role, our Communications Manager will be:**

- A competent graphic designer, experienced in content development and publishing tools.
- An adaptable writer, experienced at working across channels and formats – ranging from short-form digital content to feature reporting, interviews, announcements, reports, social media, collateral and event marketing.
- A strong collaborator, working effectively with a diverse group of internal and external stakeholders, including staff, volunteers, contributors, partners, supporters and the media.
- A capable project manager, comfortable handling multiple projects with attention to detail.

### **Career experience includes:**

- Bachelor's Degree or equivalent professional experience.
- 3 to 5 years of experience in the communications, marketing, public relations, advocacy and/or fundraising field.
- Graphic design experience required with Adobe Creative Suite. Video experience preferred.
- Proven experience in content development, writing and editing skills for social media, web and print communications.

This position is full-time position requiring some evening and weekend hours. The salary range for this position starts at \$55,000 and is based on experience.

ASK Childhood Cancer Foundation is an Equal Opportunity employer. ASK offers a competitive salary; health insurance; simple IRA with match; holidays, vacation and sick leave; a pleasant, energetic work environment; and engaging, purposeful workplace culture.

Note that the Communications Manager has the option to work primarily remotely at present time, with the expectation that she/he/they will work in the ASK Penny Tree office at 5211 W. Broad Street, Suite 102, Richmond, VA, when the office fully reopens.

**To apply, please submit a cover letter and resume with three (3) professional or academic graphic design and/or writing samples to the attention of Britt Nelson, Development Director, at [jobs@askccf.org](mailto:jobs@askccf.org) by Friday, November 6, 2020 at 5pm. Please write "Communications Manager" in the subject line.**

**About ASK Childhood Cancer Foundation:** Founded in 1975, ASK Childhood Cancer Foundation ([askccf.org](http://askccf.org).) is Central Virginia's most comprehensive provider of support services for children with cancer and serious blood disorders as well as their families. Our mission is to make their life better by providing emotional, social, financial and educational support.