



## JOB SUMMARY

The **Communications Content Manager**, a full-time exempt position is a member of the Communications team and is primarily responsible for creating and expanding the Community Foundation's marketing and communications content to raise awareness of the Foundation among identified audiences. This includes shaping and delivering (both verbal and written) simple, targeted, and consistent messages to targeted audiences that:

- 1) Create positive perceptions about the Community Foundation among key audiences
- 2) Help key audiences in the community understand the value the Community Foundation delivers
- 3) Support the strategic goals of the Community Foundation

A successful **Communications Content Manager** is an excellent and adept writer, skilled at identifying, creating and repurposing content for a variety of mediums. He or she should be comfortable using visual modes of communication including photography, as well as in working in a fast-paced environment. He or she should be motivated by the important mission-driven work of the Community Foundation.

### KEY RESPONSIBILITIES INCLUDE:

- Develop and deploy communications that support strategic goals and drive the overall Community Foundation brand. This includes considering the strategic positioning and messaging of each communication piece within the context of the organization's overall strategic goals and with an understanding of the key audiences.
- Generate fresh content and leveraging existing content on a regular basis and execute across mediums. Including:
  - Writing articles, social media posts and other related digital content
  - Conceptualize, write, edit, and project manage professional-level annual reports, newsletters, brochures, articles, reports, news releases, brochures, invitations, and other materials
  - Writing press releases, media pitches and talking points for spokespeople

### TECHNICAL EXPERTISE/EXPERIENCE AND QUALIFICATIONS

- Bachelor's degree in communications or related field
- Seven to ten years of experience in writing, journalism, communications, marketing, branding, or related field, with a proven track record
- Established relationships with reporters, broadcast assignment editors, and other media personnel; possess an understanding of how to cultivate these relationships to maximize coverage

Interested candidates should email resume and cover letter to [jobs@cfgb.org](mailto:jobs@cfgb.org). No calls please.

The Community Foundation for Greater Buffalo is an equal opportunity employer committed to valuing diversity and practicing inclusion.

*The Community Foundation for Greater Buffalo is a 501(c)3 public charity holding more than 800 different charitable funds, established by individuals, families, nonprofit organizations and businesses. We are committed to helping our clients support the issues and organizations that they care about most and to fulfill our mission of connecting people, ideas and resources to improve lives in Western New York. Together, with our clients and partners, we are creating positive change in our community.*