



Communications Manager

Position Description: Interfaith Works (IW), a Montgomery County nonprofit that works with individuals and families in crisis so they can lift themselves out of poverty and homelessness, is seeking a dynamic Communications Manager. Reporting to IW's Director of Development and Community Relations, the Communications Manager will set and guide the strategies for all public relations, communications, social and digital media, publications and marketing collateral to effectively articulate IW's mission. This role will be responsible for managing IW communication activities and building relationships among a diverse network of IW's constituencies including media, policy makers, congregations, corporate partners, donors, volunteers and clients.

Key Responsibilities:

- Develop, implement, and evaluate an integrated communications plan aligned with IW's Strategic Plan and Advocacy Strategy that meets programmatic, fundraising and advocacy objectives.
- Identify and track emerging advocacy issues to advance IW's position with relevant constituents, as well as to drive broader public awareness and donor support for the organization.
- Prepare IW's CEO and senior staff for media interviews, meetings with public and elected officials, and other key influencers and decision makers.
- Engage, cultivate, and manage press relationships to ensure coverage surrounding IW's services, programs, events, advocacy positions and other projects.
- Write and distribute media materials including press releases, statements, talking points, Q&As and crisis communication plans.
- Create, post and evaluate social media content that engages audience segments and leads to measurable action; decide what, where, and when to disseminate.
- Write content and manage the development, distribution, and maintenance of all print and electronic collateral including, but not limited to, email campaigns, newsletters, success stories, brochures, reports, fact sheets and advocacy position statements.
- Ensure all external written communication meets quality standards and maintains consistent messaging.
- Write and add content IW's website to ensure that new and consistent information is posted regularly; update the website and track website analytics.
- Coordinate and collaborate with the IW Development, Programs and Leadership Teams to organize IW's Annual Breakfast and other events that engage our audiences in collaboration with the IW Development, Programs and Leadership Teams.
- Represent IW at external events and meetings, as necessary.



- Perform other duties as assigned.

Qualifications:

- Bachelor's degree in journalism, communications, or marketing.
- Knowledge of the policy making process at the local, county and state levels.
- Knowledge of the issues, challenges and policy drivers that impact poverty and homelessness in Montgomery County.
- Demonstrated skill and comfort in proactively maintaining relationships with local reporters and editors and in successfully positioning subject matter with the media to achieve high-impact placements.
- Superior writing skills with the ability to translate complex and sensitive issues into a level appropriate for media and IW's diverse audiences.
- Stature, gravitas, and confidence to gain the credibility and respect of IW's external and internal audiences.
- Ability to make decisions in a changing environment and anticipate future needs.
- Energetic, flexible and collaborative with the ability to work well under pressure and meet deadlines.
- Experience with social media strategies, content development, management and measurement.
- Proficiency in Microsoft Office (Word, Excel, PowerPoint) Adobe Acrobat Professional, WordPress, and Mail Chimp.
- Basic photography, graphic and video experience.

Work Environment:

- Fast paced, diverse and dynamic work environment
- Travel within Montgomery County to attend various meetings and events, and manage site visits and media interviews taking place at Interfaith Works' offices and centers.
- The work is sometimes physical, requiring setting up for meetings, which may require lifting or carrying materials (e.g., easels, flip charts, brochures). Ability to lift and carry supplies and equipment up to 25 lbs.
- Will require working some evenings and weekends as needed.

This is an incredible opportunity for a passionate communications professional to impact the lives of thousands of individuals and families faced with poverty and homelessness in Montgomery County. The Communications Manager will join a team of highly skilled staff with backgrounds in nonprofit management, social services, affordable housing, law, government and public service, as well as licensed clinical social workers. This person will also interact with media, elected and public officials, leaders of local nonprofit organizations, congregations and corporations. For consideration, please submit your resume, cover letter and three (3) writing samples to info@iworksmc.org. To learn more about Interfaith Works, please visit www.iworksmc.org.

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