COMMUNICATIONS PROJECT MANAGER
JOB DESCRIPTION

Job Title: Communications Project Manager (Temp to Hire)
Salary: $65,000 to $75,000
Reports To: Executive Director
FLSA Status: Non-exempt

Organization Summary: WINGS is a non-profit organization whose mission is to break the cycle and heal the wounds of childhood sexual abuse by providing education, advocacy and support to adult survivors, loved ones, providers and the community. We’re ushering in the day when all survivors and their supporters have the resources they need to speak about, heal from and thrive beyond childhood sexual abuse trauma.

Our Guiding Principles: Inclusivity | Confidentiality | Empowerment | Resilience | Voice | Self-care | Accountability | Advocacy

Position Summary: WINGS Foundation, Inc. (WINGS) is seeking a creative, talented and experienced communications leader to serve as our first Communications Project Manager. WINGS is evolving and refining, scaling, and extending our programs. This newly created position will support the successful achievement of both short-term and long-range communications initiatives. The skilled professional will produce key communications, messaging and branding programs and activities to help WINGS achieve its vision of creating a world where all people impacted by childhood sexual abuse trauma have access to resources to speak about, heal from and thrive beyond it. This highly prevalent issue affects one in five adults and has traditionally been invisible, unspeakable and stigmatized; thus, the Communications Project Manager’s primary focus will be creating opportunities to thoughtfully convey WINGS’ programs and purpose through clear, concise and compelling internal and external communications and branding strategies (including web, print and audio-visual messaging, as well as an array of program materials).

ESSENTIAL DUTIES:

Communications Strategies
1. In collaboration with the Executive Director and Program Director, develop and implement internal and external strategic communications and outreach plan aligned with WINGS’ Strategic Plan to drive key areas of focus for the organization over the next 12 months, aimed at increasing knowledge, visibility and voice for WINGS’ mission of serving adult survivors of childhood sexual abuse, their loved ones, the community and service providers both in Colorado (first and foremost), and as needed, nationally.
   a) Work with creative agency, as needed, to secure deeply discounted or pro-bono support to advance communications goals
   b) Work with WINGS leadership to identify and update an overall brand look, voice, and feel, including creation/enhancement of a Brand Guidelines document

Communications Project Management for New/Enhanced Program Offerings
2. Provide creative direction and project management for an array of key initiatives to be completed over the course of the contract. These include:
a) Customized Provider Trainings for those serving adult survivors of childhood sexual abuse, as well as new Facilitator Trainings and materials for those facilitating WINGS’ Support Groups
b) Complete re-design and core curriculum updates to the WINGS Survivors & Loved Ones Guide to Healing handbook, aligned with Provider Training and Facilitator Training guidelines
c) Complete re-design of the WINGS website, created in mobile/“app” format with multiple options for online and in-person learning and engagement
d) Completion of Survivor Outreach video(s) for the web offering key learning opportunities, focused on healing and resilience within WINGS’ client population, and aligned with all above content
e) Coordination with key vendors, as well as curriculum team leads in the areas of clinical expertise, survivorship/lived experience, cultural responsiveness and best practices in adult-learning – throughout the development and implementation of all above projects to ensure core competencies are well integrated into the overall agency communications approach.

General Outreach/Education & Social Media
3. Review and revamp all existing program materials used at all WINGS events, trainings, outreach presentations, etc. Ensure consistency/clarity with the WINGS “voice” and brand.
4. Design outreach strategies that engage and empower survivors, loved ones, and community allies in awareness and activism initiatives (Speak Out, Speakers Bureau, Race for Healing, etc.)
5. Ensure WINGS’ materials always maintain a commitment to our guiding principles and honor our goals for reaching diverse, inclusive audiences.
6. Work with Program Director and Manager of Outreach and Community Engagement to implement outreach and marketing activities to drive core program goals, especially support group attendance and facilitator recruitment for support groups.
7. Grow/enhance social media strategy and presence by providing thoughtful and engaging content targeted at the appropriate platforms and audiences to support key initiatives.
8. Develop opportunities for increased community awareness of WINGS through earned and paid media.

Client Relationship Management
9. Work with WINGS team to optimize WINGS’ Salesforce® database and email platform (currently Emma) for communications purposes, fostering ongoing and meaningful engagement with clients, peer providers, donors and all other audiences, and supporting WINGS’ goals for strong program evaluation.
10. Research and suggest best ongoing email platform to ensure relationship management success.
11. Utilize data reports to identify trends in online marketing, looking for opportunities to continue to break stigma about our mission and empower more survivors and loved ones to reach out for support.
12. Work with Thrive/Volunteer Program Manager to collect survivor stories, prepare email and hard copy newsletters, and communicate value of WINGS’ mission in ways that can reach and support all audiences.

Development and Donor Strategies
13. In collaboration with Executive Director, provide creative communications strategies for attracting and cultivating donors to WINGS’ mission by supporting courageous story-telling and highlighting value of healing services through annual report and supporting documents.
14. Oversee implementation of new online giving platform, in conjunction with WINGS’ website overhaul, database & email management goals and coordinated brand/comms strategy.

OTHER DUTIES:
1. Other duties as assigned.

INCUMBENTS ARE HELD ACCOUNTABLE FOR ALL DUTIES OF THIS JOB
Required Qualifications:

Education: At minimum, a Bachelor of Arts Degree in Communications, Public Relations, Journalism, Public Administration, Marketing, Business or a related field; AND

Experience: This role requires a minimum of 5 years of experience, performing marketing and/or public relations functions including research and analysis, developing public announcements and publications, and developing marketing and/or public relations strategies; or similar work in the field of journalism; OR

A Master’s Degree may be substituted for one year of the minimum experience requirement;
Additional appropriate experience may be substituted for the minimum education requirement.

Preferred Qualifications:

• The ability to communicate in both English and Spanish languages.
• Solid writer and editor – both business and feature writing.
• Strong interpersonal skills, including the ability to work closely with a team in a fast-paced environment.
• Ability to manage multiple projects while staying organized and adhering to deadlines.
• Knowledge of best practices for community, social media and public outreach.
• Familiarity with Microsoft Office software products and Adobe Creative Suite (InDesign, Illustrator, PhotoShop, Dreamweaver, Fireworks, Flash, Acrobat and Canva).
• Familiarity with overseeing and/or creating video production and storytelling projects, including familiarity with video editing software such as Adobe Premier Pro.
• Experience working with creative agencies and/or other vendors in project management to accomplish communications goals on time and within budget parameters.
• Confidence and knowledge to manage projects independently.
• Appreciation of and interest in WINGS mission and ability to fit into the culture.
• Mature individual with the ability to think critically, listen, ask questions and quickly gain knowledge on WINGS programs and initiatives.

SUPERVISORY RESPONSIBILITY
This position does not have supervisory responsibilities, though will interact and collaborate with a number of professionals and stakeholders, including WINGS staff, additional contractors and vendors.

Compensation: $65,000 to $75,000

Benefits: Competitive salary commensurate with experience, plus a comprehensive benefits package offering: generous PTO accrual and 9 paid holidays, major medical (several options available), dental, vision, life, voluntary short-term and long-term disability; HSA or FSA program, flexible work schedule, and 401k program with up to 3% employer match and more benefits. Specific to this clinical position WINGS will reimburse/cover your professional insurance.

We are an equal opportunity employer and all qualified applicants will receive consideration for employment without regard to race, color, religion, sex, national origin, disability status, protected veteran status, or any other characteristic protected by law.

To apply, please follow the below instructions: Deadline to apply is: Close of business – March 1, 2020

Please submit a resume and cover letter to Executive Director, Jenny Stith, at jenny.stith@wingsfound.org. Cover letter should summarize your relevant experience, answering the five questions below.

1) What attracted you to WINGS? Why are you applying for this position?
2) What would your greatest hopes be, if selected for this position?
3) What combination of skills, experience and attitude qualify you for this role?
4) What would success look like for you, if you were in this position?
5) Describe the ideal environment for you to do your best work?