



## COMMUNICATIONS & MISSION ADVANCEMENT MANAGER

**Job Title:** Communications & Mission Advancement Manager  
**Reports To:** Executive Director  
**Hiring Range:** \$60,000 - \$65,000  
**FLSA Status:** Non-exempt  
**Location:** Work from home (candidate based in Colorado are preferred; out of state candidates will be considered)

**Organization Summary:** WINGS is a non-profit organization building systems of support for adult survivors of childhood sexual abuse, combining in-depth health expertise with the healing power of community. Our aim is healthy lives, relationships and communities – for all.

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

**Position Summary:** WINGS seeks a creative, talented, passionate professional to serve as our Communications and Mission Advancement Manager (CMAM). Our organization serves a significant population of people: 1 in 5 adults who experienced sexual abuse as children. This issue has been invisible, unspeakable and underserved for far too long. Therefore, breaking stigma and building resilience by providing impactful, useful information for all audiences about this issue are paramount goals. Specifically, the CMAM will 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). These strategies will break down barriers for adult survivors and their loved ones, and support meaningful engagement with all audiences, with an enhanced focus on reaching adult survivors with strong cultural and linguistic responsiveness. This will include creating regular meaningful content for survivor and loved ones through newsletters, program outreach, social media, and special events. The position will also support mission advancement efforts through superb writing skills in conveying organization purpose, impact and reach in grant writing support, donor engagement and cultivation efforts, and related activities.

**Essential Duties & Responsibilities:** To perform this job successfully, an individual must be able to perform the following satisfactorily:

### **Communications Strategies, Outreach/Education & Client Relationship Management: 60% of Role**

- In collaboration with the Ex. Dir. and Program Director, develop and implement internal and external strategic communications and outreach plans aligned with WINGS' Strategic Plan to drive key areas of focus for the organization. Aim is 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.
- Work with agency leadership to extend WINGS' new brand (not yet released) into all program elements and amplify targeted offerings for all audiences, using key WINGS learning assets
- 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.)
- Ensure WINGS' materials always maintain a commitment to our guiding principles and honor our goals for reaching diverse, inclusive audiences

- Work with Program Director and REACH Community Coordinator to implement outreach and marketing activities to drive core program goals, especially to increase group attendance and facilitator recruitment
- Grow and enhance social media strategy and presence by providing thoughtful and engaging content
- Work with key staff to optimize and maintain WINGS' reporting database and email platform 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
- 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

**Advancement/Development & Donor Strategies: 40% of Role**

- In collaboration with Ex. Dir. and Associate Director of Finance, Grants & Operations, shape compelling ways to share WINGS' purpose, impact and statement of need for all advancement purposes
- Support Advancement Plan to attract, retain and cultivate donors to WINGS' mission through courageous story-telling and highlighting the value of healing services through annual report and related materials
- Assist in agency grants research and writing (focusing on grants up to \$100,000)
- Provide donor data entry and support donor management and stewardship/cultivation plan for all donors

**Other Duties:** Other duties as assigned.

**Education/Experience:** At minimum, a Bachelor of Arts Degree in Communications, Public Relations, Journalism, Public Administration, Marketing, Business or a related field is preferred. This role requires a minimum of three to five 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 three to five years in a mission advancement, fund development role or communications role in the non-profit sector. 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.

**Other Knowledge, Skills & Abilities:** To perform this job successfully, an individual must be able to perform each essential duty satisfactorily:

- Knowledge of sexual violence & proven capacity to learn, understand & communicate this issue, preferred
- Superb skills in writing and editing, both for business and feature writing
- Experience in Trauma Informed Care and culturally and linguistically responsive missions, highly preferred
- 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 & Adobe Creative Suite (InDesign, Illustrator, PhotoShop) & Canva
- Familiarity with Wordpress or other web platforms, (Salesforce, Salsa &/or other tech platforms) preferred
- Strong skills in graphic design, a plus; or experience working with creative agencies, interns or freelancers in project management to accomplish communications goals on time and within budget parameters, a plus
- Confidence and knowledge to manage projects independently and collaboratively
- Appreciation of and interest in WINGS' mission and ability to contribute to a diverse culture
- Mature individual with the ability to think critically, listen, ask questions and quickly gain knowledge on WINGS' programs and initiatives
- Ability to communicate with all WINGS' stakeholders, including adult survivors, with care, compassion, empathy, and respect
- Bilingual, bi-cultural, preferred

**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, as well as clients to highlight mission engagement. Opportunity to oversee social media intern(s) to support organizational mission and capacity.

**Salary and 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 insurance; voluntary short-term & long-term disability; HSA or FSA program; & 401k program with up to 3% employer match.

**Commitment to Diversity, Equity & Inclusion:** WINGS is committed to being an anti-racist organization, grounded in intersectional principles and fostering a culture of respect and inclusion for all. We are actively engaged in a transformational process to build these principles into all aspects of our staff and volunteer leadership, policies, practices, and programming.

**Commitment to Trauma Informed Care (TIC):** WINGS' mission and our work centers on principles of trauma-informed care, guided by SAMHSA (Substance Abuse & Mental Health Services Administration):

- Safety
- Trustworthiness & transparency
- Peer support
- Collaboration & mutuality
- Empowerment, voice & choice
- Cultural, historical & gender issues

*WINGS values and is strengthened by diversity. We are committed to ending bias and discrimination in our community and ensuring equity within all aspects of our organization. We are proud to be an equal opportunity employer. All qualified applicants will receive consideration for employment, transfer, or promotion opportunities without regard to race, color, religion, gender identity or expression, sexual orientation, national origin, genetics, disability, age, veteran status, or any other characteristic protected by law.*

**Instructions to apply:**

- Please send your letter of interest, résumé, and answers to the five questions found below to [jenny.stith@wingsfound.org](mailto:jenny.stith@wingsfound.org). Use the subject line: "Applicant – CMAM."
- Please do not include answers to the questions listed below within your letter of interest but rather provide them in a separate attachment.
- Applications will be accepted through Friday, July 8, 2022.

- 1) What would your greatest hopes be, if selected for this position?
- 2) What combination of skills, experience and attitude make you prepared for this role?
- 3) What would success look like for you if you were in this position?
- 4) What type of support would be helpful to you to achieve this success?
- 5) What do diversity, equity, and inclusion mean to you and why are they important in the workplace?