Communications Manager (Part-time Position)

Job Overview
Under the direction of the Executive Director, the Communications Manager will implement and support the vision and goals of SPARC’s brand initiatives through positioning, content and design. The ideal candidate will execute communications & marketing strategies specific to events, digital content, and PR material to consistently articulate SPARC Inc.’s mission and support fundraising goals.

The Communications Manager will ensure that SPARC Inc. is viewed as the primary resource for special needs recreational, therapeutic and social skills activities as well as the information expert supporting a diverse community.

Primary goals for the Communications Manager are:

- Ensure consistency and unifying SPARC Inc.’s messaging across channels and platforms
- Develop a yearly communications plan and calendar
- Maintain website and social media initiatives while improving visibility and engagement

Primary Responsibilities and Duties

- Implement SPARC’s communication strategy to increase brand awareness & fundraising goals.
  - Promote Fundraising events
  - Program registration and ticklers to boost registration (full year; summer)
  - Quarterly newsletter, reports, and e-blasts

- Create, maintain and enhance SPARC’s website content to align with editorial, visuals
  - Search engine optimization
  - Implement SEO feedback
  - Segment and maintenance of customer database

- Ownership of social media postings expanding SPARC’s presence and optimizing the SPARC brand:
  - Develop strategy and implement appropriate content and images on various platforms
  - Encourage sign up and engagement through SPARC’s existing platforms: Facebook, Instagram, & Twitter
  - Research other platforms and examine their benefits for social networking growth. Examples are: Glassdoor & LinkedIn

- Oversee Public Relations and community outreach.
  - Improve visibility with local media outlets.
  - Research potential community partnerships and increase stakeholders
  - Writing and releasing press briefs
  - Track communication trends and provide solutions
Position Requirements:

- A Bachelor’s degree with a 2-5 year relevant work experience required.
- Knowledge of supports and services provided to people with developmental disabilities preferred.
- Highly collaborative style; experience developing and executing communications strategies.
- Exceptional written and oral communication skills to convey complex information appropriately to stakeholders with different backgrounds and needs.
- Excellent proof-reading skills and knowledge of AP style.
- High energy, maturity, and leadership with the ability to serve as a unifying force and to create consistency.
- Sincere commitment to work with all constituent groups, including staff, board members, volunteers, donors, program participants, and other supporters.
- Proficiency in use of social media platforms, content management systems, and creative tools to assist in website development, updates and maintenance.
- Self-starter, able to work independently, and entrepreneurial; enjoys creating and implementing new initiatives.

Core Competencies:
- Building Collaborative Relationships
- Professional Behavior
- Results Driven
- Flexibility

Hours
- Part Time (25 hrs/wk)
- Monday-Friday (9-2pm)
- $25.00 hourly
- Total Annual Salary: $32,500