

Job Title: Communications and Social
Media Manager
Department: Advancement
FLSA: Exempt
Date Revised: July 2015



General Summary:

Successful communications for JVC is largely about systems, communication, and storytelling. The objective for the Communications and Social Media Manager is to increase the awareness of the Jesuit Volunteer Corps among its current audience and to broaden that awareness to a larger audience, positioning JVC as a leading faith-based global postgraduate volunteer program.

A successful candidate will keep our constituents inspired, informed and connected to each other and the organization. This engagement will raise JVC's profile in an increasingly competitive postgraduate landscape as well as supporting long-term fundraising goals by remaining compelling and relevant to Former Jesuit Volunteers, donors and current and potential partner organizations.

Accountability: Reports to Director of Advancement

Principal Duties and Responsibilities

Communications: 75%

- Assist in the development and implementation of a cohesive and innovative communications plan to continue to position the organization as a leading faith-based global service program
- Set annual outreach, media and engagement goals and regularly monitor progress
- Responsible for all social media strategy and activity (currently: Twitter, Facebook, LinkedIn)
- Support the timely development and distribution of all print, electronic and event communication materials that motivate our constituencies to action
 - Develop compelling recruitment materials
 - Maintain JVC public website with support from IT manager
 - Maintain JVC online photo galleries
 - Publish a monthly enewsletter to alert constituents to programs, news, resources, etc.
 - Identify and write profiles of current and Former Jesuit Volunteers
 - Provide content and carry out editorial duties for JVC magazine
- Maintain current information about constituents in eTapestry online database

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- Communicate with JVC constituents in the news
- Publicize the work of JVC through media, partner agencies, and other constituents in local, regional, and national contexts
- Utilize technology to optimize communications
- Stay abreast of trends of communications technologies and make recommendations for use

Advancement Team Work: 15%

- Execute annual appeal design and support the development process
- Contribute to strategic planning for the advancement office

Events: 10%

- Assist with photography of events for print and web posts
- Promote and publicize JVC events

Requirements

- Bachelor's degree in public relations, communications, marketing or related field required.

Experience

- Minimum of two years of experience in marketing or public relations, preferably for a nonprofit or religious organization.
- Digital native in social media
- Experience in editing and publishing print materials
- Experience with and passion for photography
- Understanding of and passion for the mission and vision of JVC
- Former Jesuit Volunteer, preferred
- Experience planning and coordinating events, preferred
- Experience using a customer relationship management (CRM) system, preferred

Knowledge, Skills, Abilities

- Excellent verbal and written communication skills
- Copywriting and editorial skills and demonstrated experience, required
- Project management skills
- Time management and prioritization skills
- Industrious and creative
- Use of photo editing software and basic image editing skills, preferred
- Good interpersonal skills and team oriented
- Flexible, ability to adjust to changing circumstances
- Familiarity with Catholic and Jesuit traditions, preferred

Working Conditions

- Typical work day of 9 am to 5 pm
- Large amounts of office work; must have the physical ability to sit and stand for long periods of time and perform daily activities from a desk and must be able to operate a computer and other office equipment
- Given office layout, the ability to climb two flights of stairs several times a day
- Willing to work occasional weekends and evenings, and to travel

Background:

The Jesuit Volunteer Corps is transformative for all who experience it. But sometimes the most powerful experiences are the most difficult to articulate. Audiences less familiar with JVC need to hear our story with more clarity and consistency. With the range of options available to college graduates, it is critical that JVC has the tools and language to stand out with distinct, authentic values and offerings. A consistent expression of our unique story will unify and amplify our voice, strengthen our reputation and better communicate our value. Toward this end, JVC has recently completed a branding process to establish a clear and consistent global identity.

The connection between JVC and our varied constituencies – prospective volunteers, Former Jesuit Volunteers (FJVs), parents of Jesuit Volunteers (JVs) and others— exists well after the volunteer experience ends. Managing the relationship between JVC and these constituencies is the Advancement Team. The team communicates with the JVC community through in-person meetings, phone conversations, publications, social media, events, web pages and other resources. A key role in this team is Communications.

NOTE: This job description is not intended to be all-inclusive. Employee may perform other related duties as negotiated to meet the ongoing needs of the organization.