

Job Title: Senior Manager of Strategic Communications
Department: Administration
FLSA: Exempt
Reports To: JVC President
Location: Remote
Revision Date: September 2021

General Summary:

For more than 40 years, the Jesuit Volunteer Corps has engaged young people to serve in marginalized communities, fostering the growth of leaders committed to faith in action. JVC operates domestically and internationally and has a network of over 12,000 Former Jesuit Volunteers (FJVs). The current cohort of approximately 200 Jesuit Volunteers serve 33 communities in 31 U.S. cities. For more information, please visit www.jesuitvolunteers.org.

Throughout this work, the Senior Manager of Strategic Communications promotes JVC's core values - social justice, simple living, community and spirituality - in all engagement and programming.

Position Summary:

The Senior Manager of Strategic Communications is responsible for the promotion of JVC with attention to all constituencies, including prospective Jesuit Volunteers, donors, former Jesuit Volunteers (FJVs), and current Jesuit Volunteers. Leads Justice, Equity, Diversity and Inclusion (JEDI) strategic communications to amplify JVC's strategic priorities and commitment to JEDI. This position operates as a strategic partner to all JVC departments.

The Manager must be a savvy project manager who is comfortable setting up systems and juggling multiple projects and participants from contractors to interns and volunteers, creatively connecting the dots between development, communications, programming, FJV engagement and recruitment. This role assures that donor and prospect cultivation are elements of all JVC external facing communication. Polished presentation and interpersonal skills with a strong customer service orientation is important to compellingly articulate the mission, vision, and exceptional attributes of the agency to a wide variety of stakeholders nationwide.

Principal Duties and Responsibilities:

Typical responsibilities include creating content strategy, scheduling publishing across multiple platforms and follow-up with constituents to distribute content within our network, as well as to expand the impact of JVC and its stories. This role is both strategic and tactical, requiring the ability to think big while minding all the details.

- This position manages and oversees the execution of external communication projects that will impact brand awareness and loyalty; drive significant usership and readership growth across digital, print, and social media metrics and assure the cultivation and stewardship of a diverse donor base.
- Responsible for mission and value driven equitable storytelling and promotion of events across all JVC media channels; Facebook, Instagram, Twitter, website, blog and Zoom. Collaborates with JVC leadership to develop a communications calendar, content plan, and design and approval process that covers all social media and online and offline communications.
- In coordination with the Director of Justice, Equity, Diversity and Inclusion (JEDI) develops strategic communications to amplify JVC's strategic priorities and commitment to JEDI.
- Manage and develops social media content including news, special topic articles, events, recruitment, and volunteer and alumni features.
- Reviews mass external communications for messaging, brand language and adherence to brand guidelines. Leads development of JVC's proactive response to major events that have been identified as JVC's priority issues including statements of support and action plans for racial justice.
- Requests timely information from other teams for reports, lists and names for relevant copy, infographics and stories within publications and ensures timely delivery of project items to contractors. Requests changes and edits throughout the design process.
- Responsible for information updates, adherence to brand guidelines and best practices on JVC website.
- Oversees timeliness and execution of campaign emails: Ignite! program update newsletter; periodic

Admissions and onboarding updates; FJV Newsletter; Organization Quarterly; Ad Hoc emails and event promotion; and supports with evaluating distribution list and segmentation of recipients.

- Stays abreast of trends of communications technologies and make recommendations for use
- Working closely with the Development Associate, supports integrity of Raisers Edge and any other software programs that may be used in executing fundraising strategies. Responsible for tracking constituent engagement across online systems, Hubspot, Mighty Network, SurveyMonkey, SurveyMonkey Apply and Raiser's Edge.
- Develop creative and mission-centric fundraising messaging and works with other JVC team members to collect, organize, and share compelling stories in various mediums.
- Work with Development to assure that donor cultivation collateral including events, and solicitation materials stay on brand and are consistent with the messaging theme of the organization.
- Support the Development and FJV Engagement Teams to meet annual development goals Contribute to the development of accurate and complete FJV and donor database records; capture contact, biographical and career information of alumni via surveys, projects (e.g. alumni directory), correspondence, and website.
- In collaboration with Development and FJV Engagement, lead in the content creation of the annual JVC Magazine.
- With the FJV Engagement Team, create opportunities for FJVs locally and nationally, through in-person and online forums to inspire greater FJV fellowship, engagement with JVC, and further exploration of the values.
- Collaborate with Program Team to ensure effective communication with current volunteers through JV newsletter, The Mighty Network, and other platforms. Connect with JV communications liaisons for each community for Instagram community takeovers.
- Lead in the design and ordering of JVC branded collateral including, but not limited to, brochures, apparel, nametags, and business cards
- Collaborate with Recruitment and Admissions to support on-campus recruiting and admissions processes through social media, design and development of recruiting materials and identify ways of giving greater visibility to JVC application opportunities.
- Active participation in JVC's anti-racism work on a personal and organizational level.

Requirements

Education and Experience:

- Bachelor's degree or equivalent experience required.
- Experience with and deep understanding of Justice, Equity, Diversity and Inclusion
- Minimum 3-5 years experience in fundraising, marketing communications and/or digital organizing with high volume institutions and organizations.
- Knowledge of the philanthropic community preferred.
- Experience with and deep understanding of mission, vision and branding communications through an Ignatian Catholic lens.
- Strong knowledge of best practices in equitable storytelling
- Understands general business and financial principles required to effectively lead, manage, and align resources for performance, such as pipeline management and forecasting.
- Demonstrated success managing social media and inclusive marketing campaigns, developing promotional materials such as brochures and annual reports, and graphic design applications such as Canva or the Adobe Suite
- Demonstrated success using CRM, CMS; Raiser's Edge experience preferred and experience with marketing-automation tools
- Experience with website management, design and content creation
- Excellent professional communication skills (written and verbal).
- Demonstrated proficiency in MS Office products

Knowledge, Skills, Abilities

- Commitment to advancing racial equity by engaging in dialogue and reflection to understand how individual, social and cultural racism manifests itself and the work we need to do individually and as an organization to be anti-racist
- Familiarity with JVC and commitment to JVC mission and four core values
- Familiarity with Catholic social teaching and Ignatian spirituality
- Design skills used directly to develop promotion and outreach materials
- Experience working with young adults
- Demonstrated intercultural competency and experience working across cultures
- Demonstrated experience in developing training of trainer materials
- Strong detail orientation, analytical, organizational, and time management skills a must.
- Demonstrated ability to work collaboratively with organizational levels within a diverse environment.
- Must be collaborative and team-oriented, value diversity of thoughts, backgrounds and perspectives.
- Good interpersonal skills and comfort with various constituencies
- Ability to multi-task and work both individually and as part of a team
- Flexible, ability to adjust to changing circumstances
- Strong written and oral communication skills
- Initiative & creative

Working Conditions

- Typical workday of 9am to 5pm. Overnight travel may be required 4 – 8 times per year.
- This position's work is cyclical with significantly greater workload at certain times.
- Comfort with Zoom/remote environment.

Physical Requirements

To perform in this position successfully, an individual be able to:

- Significant 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 desktop computer and other standard office equipment.
- Exerting up to 10 pounds of force occasionally and/or a negligible amount of force constantly to move objects.
- Repetitive Motions: Substantial movements (motions) of the wrists, hands, and/or fingers. Required to have close visual acuity to perform extensive work on the computer.

Salary: \$60,000 - \$70,000

To Apply:

Send resume and cover letter with salary requirements to careers@jesuitvolunteers.org.

Application Deadline: October 1, 2021

As an organization committed to advancing racial equity and inclusion, the Jesuit Volunteer Corps encourages applications from candidates of all ages, races, classes, gender identities, sexual orientations, religions, languages, and physical abilities.

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.