



**Communications Manager**  
**Safe Routes Partnership**  
*Job Description*

<b>Reports to:</b>	Executive Director
<b>Supervises:</b>	None
<b>FLSA Status:</b>	Full-time, exempt employee
<b>Position Type:</b>	At-Will
<b>Salary Tier:</b>	Programmatic Staff

**Summary:** The Communications Manager is responsible for developing and implementing the communications and marketing objectives of the Safe Routes Partnership. This position executes all online marketing tools including websites, e-newsletters, and social media as well as assists with creating, editing, and designing publications and resources. Responsibilities also include the implementation of online messaging best practices, assisting with all types of external communications, and meeting strategic objectives related to assigned programs of the organization with specific communications and marketing deliverables. The Communications Manager is integral in organizational branding with a keen focus on communicating equitable and anti-racist best practices internally and externally.

**Key Responsibilities:**

*Online Messaging and Overall Communications Strategies*

- In coordination with the Executive Director, assist in the development and implementation of internal and external strategic communication plans; manage organizational adherence to branding standards and style guides.
- Represent the organization as needed with external audiences and various annual communications campaigns.
- Manage content and achieve engagement metrics for the Safe Routes Partnership and assigned program websites, ensuring timely postings and user engagement.
- Serve as the site administrator for all Safe Routes Partnership websites and online assets.
- Write, format, and distribute Safe Routes to School E-news and regular program engagement emails.
- Write and edit online messaging such as action alerts, blogs, and other external print materials such as newsletters, white papers, annual reports, and other key publications.
- Lead the design of publications, resources, and social elements according to brand standards both internally and in coordination with vendors for larger efforts.
- Maintain story bank and photo/video libraries; coordinate photo shoots as needed.

### *Public Relations and Media*

- Provide excellent public relations and customer service with contacts at all levels (government officials, individuals, and organizations) to represent the Safe Routes Partnership, collaborate effectively, and support organizational goals.
- Maintain/manage external communication tools and activities, including the list-serve, press release distribution system, website, and social media channels as described above.
- Write and disseminate press releases, as needed.
- Gather and maintain media contact lists.

### *Advancing Equity*

- In collaboration with the senior leadership team, contribute to the annual development of objectives and tasks related to advancing equity both internally and externally with a specific focus on racial justice strategies that support the mission of the organization.
- Integrate advancing equity and racial justice strategies throughout organizational resources, marketing, and in communications both internally and externally.

### *Management and team work*

- Routinely communicate with the staff and staff directors on progress, status, performance, deliverables and issues that affect the success of the Safe Routes Partnership communications and marketing strategies.
- Coordinate and collaborate with various Safe Routes Partnership departments to complete assigned projects and resources that are relevant to our partners, funder, and programs.
- Attend regular staff meetings via telephone, attend in-person staff retreats or meetings (as requested), and work as a team player to fulfill the missions and goals of the Safe Routes Partnership.
- Assist with additional activities, special projects, fundraising efforts, and other duties as assigned to support the Safe Routes Partnership.

### **Qualifications/Requirements:**

Bachelor's degree or Associate's degree with equivalent experience; strong commitment to advancing equity; knowledge or willingness to learn and incorporate accessibility in design; highly collaborative style; experience developing and implementing communications campaigns, messaging, and organizational strategies; in-house design experience a must; knowledge of Safe Routes to School, active transportation or healthy communities work desired; excellent writing/editing and verbal communication skills; must have the ability to serve as a unifying force and to position communications discussions at both the tactical and strategic levels; ability to travel; self-starter; detail-oriented; proficient with PCs and with MS Office software; knowledge of HTML; experience using Wordpress, InDesign or other similar programs; and fundraising experience a plus.

**Physical Requirements:**

This is largely a sedentary position that requires the ability to speak, hear, see, and lift small objects up to 10 lbs. May require the ability to travel locally and/or regionally. Travel both within and outside the state is required to attend conferences and retreats that include overnight stays. Reasonable advance notice of extended travel will be provided when travel opportunities and planning are coordinated with your supervisor.

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The above statements are intended to describe the general nature and level of work being performed by the individual(s) assigned to this position. They are not intended to be an exhaustive list of all duties, responsibilities, and skills required. Management reserves the right to modify, add, or remove duties and to assign other duties as necessary. In addition, reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions of this position.

I have read and understand this explanation and job description.

Employee Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Supervisor Signature: \_\_\_\_\_ Date: \_\_\_\_\_