

JOB DESCRIPTION – COMMUNICATIONS MANAGER

EverThrive Illinois works to improve the health of women, children, and families over the lifespan. Our mission and our work are guided by the following core values: health equity, diverse voices, and strong partnerships. Our goal is to improve the health of women, children, and families by advancing access to quality, comprehensive health care and support services; improving health outcomes of entire communities and populations; and engaging communities to cultivate relationships, build power, and advance shared priorities.

The Communications Manager will work with the Deputy Director of External Affairs to develop and execute a comprehensive communications strategy that will elevate the brand of EverThrive Illinois and build public awareness and support for our mission and programs. The Communications Manager will manage, document, and analyze processes and data that allow for efficient communications and will build capacity of programmatic and policy staff to be stewards of the organization and brand. The Communications Manager should have well-developed project management skills, the ability to be both proactive and reactive in their work, and strong interpersonal communications skills especially related to project management. The Communications Manager will report directly to the Deputy Director of External Affairs and will work closely with contractors and consultants who support communications activities.

RESPONSIBILITIES

- Develop and implement a strategic, data driven communications strategy that includes traditional media, digital media, web and other creative content to increase visibility of EverThrive IL’s mission, strategies, and accomplishments
 - Develop and implement an editorial calendar for the blog, website, social, and e-marketing
 - Produce email campaigns for distribution via Salsa Engage, writing copy, soliciting content from internal sources, and manage review, testing, and sending
 - Author blog posts and statements and disseminate content to highlight EverThrive IL’s brand and mission
 - Manage social media accounts and strategy, including writing content--currently Facebook, Twitter, and LinkedIn with Hootsuite
 - Manage website by authoring and posting content and updates to create a rich user experience using both WordPress (everthriveil.org) and SquareSpace (mini-sites for specific campaigns)
- Serve as project manager for communications--creating, documenting, and managing processes and procedures for content creation/dissemination and brand development; Review and edit all external facing materials, especially for organizational voice and brand
- Promote internal understanding of EverThrive Illinois’ brand, its design and style standards, and its communications strategy and goals
- Oversee and manage content creation/dissemination and brand development, creating project plans and copy for organization-wide content needs (e.g. annual report, brochures) as well as campaign or program specific content items (e.g. advocacy campaigns, public awareness campaigns)



- Monitor and analyze metrics and key performance indicators for communications strategy; modify communications activities as needed to optimize effectiveness; report on trends and insights to executive team and staff as appropriate
- Assist EverThrive Illinois' staff in planning and facilitating events, such as fundraisers, press conferences, and webinars/virtual events—creating registration links and marketing assets and developing/implementing promotion plans
- Support the Deputy Director of External Affairs to develop and execute an earned media strategy; including media and reporter tracking; copywriting; and proactively coordinating media coverage for EverThrive IL
- Other duties as assigned

QUALIFICATIONS

- Deep commitment to reproductive justice and anti-racism
- Strong project management skills
- At least three years of experience successfully managing campaign and/or non-profit communications
- Experience with visual editor website and email marketing platforms, especially WordPress, desired
- Solution-oriented attitude and ability to motivate others
- Self-starter with ability to help groups make action plans and delegate tasks
- Experience and expertise utilizing social media and web platforms to mobilize and advocate
- Highly organized and systematic, with superb attention to detail and the ability to prioritize and complete tasks with a high degree of accuracy
- Ability to seamlessly transition between high-level strategic thinking and tactical execution

TALENTS AND COMPETENCIES

- Displays original thinking, creativity, and resourcefulness
- Shows initiative and accountability
- Shows ownership and sound judgment in decision-making, including others in the process as appropriate
- Uses effective oral and written communication skills
- Exhibits good listening and comprehension; asks for clarification when necessary
- Anticipates problems and adjusts approach accordingly to achieve results
- Maintains composure and acts resourcefully; Seeks guidance when needed
- Manages project logistics and activities, and communications changes and progress
- Demonstrates accuracy, thoroughness, and commitment to excellence
- Not discouraged by ambiguity
- Manages competing demands; changes approach to best fit situation
- Resolves interpersonal conflicts constructively

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EverThrive Illinois is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees. **The salary range for this position is \$50,000 - \$57,000 based on experience and qualifications.** Comprehensive health and disability insurance, a retirement plan, and paid time off are provided.

Please send a resume and cover letter to resume@everthriveil.org. Subject Line: Application for Communications Manager. No phone calls please.

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