

**Britepaths**  
**JOB DESCRIPTION - 2024**  
**COMMUNICATIONS MANAGER**

Job Title: Communications Manager  
Reports To: Development Director  
Job Status: Full-time – 35 hours/week, \$45,000 annual salary  
Location: Hybrid – in-office Fairfax, telecommuting

**Available Benefits**

Health Insurance, Life Insurance, Paid Vacation/Sick Time/Family Medical Leave, 403b Match, Flexible Schedule, Telecommuting

**Mission Focus**

Britepaths is a 501c3 non-profit organization providing food, financial assistance, financial education, and workforce development programming and services for clients in Northern Virginia. Our programs stabilize clients facing economic crisis, foster personal empowerment, and support the needs of children. Please see our website for our values statement. We are explicitly working toward an inclusive, equitable, and diverse organization.

**Role Summary**

As part of the Development team, the Communications Manager's primary focus will be to create and implement a communications plan that advances Britepaths' mission, values, and brand voice; supports and promotes the organization's programs and fundraising; and amplifies reputational awareness. This will require developing and managing digital and print content and assets that fall into three principal categories: Owned Communications, Social Media, and Earned Media, as well as representing Britepaths as needed at community events. The Communications Manager will work with the Development Director to determine priorities and set initial goals and will also work closely and collaboratively with Development colleagues and program managers.

**Owned Communications Responsibilities**

- Create content for and update Britepaths' website as needed to maintain current information, news and events, volunteer postings, and emergency pantry needs.
- Create content for and publish monthly eNewsletter via Flodesk platform
- Maintain list of Britepaths' email subscribers and create segmented lists as needed for tailored email targeting
- Create content for and produce spring and fall semi-annual print newsletters
  - Serve as liaison with printer
  - Manage volunteers needed for mailing
- Develop or assist in development of promotional materials, including annual Impact Report, brochures, program postcards, envelopes, fact sheets, etc.
  - Serve as liaison with printer
- Work with Development and Program staff to organize relevant materials for information tables and other public displays at community events

**Social Media Responsibilities**

- Manage Britepaths' social media platforms
- Create social content and post consistently in brand voice
- Creatively build audiences across platforms, growing engagement and expanding reach
- Share and amplify community partner stories and community news relevant to Britepaths' work

**Earned Media Responsibilities**

- Draft and distribute press releases, media advisories, calendar notices, PSAs, and other materials as needed to promote programs and activities of Britepaths to the media and general public
- Maintain current media contact lists
- Enhance Britepaths' external reputation through thought leadership opportunities, including op-eds and story and subject matter expert quote placements

**Administrative Responsibilities**

- Develop annual communications plan
- Maintain Community Education-related expense records and budgetary compliance
- Participate in departmental planning meetings and monthly all-staff meetings
- Develop bi-monthly Board Reports on reflecting activities and growth and engagement metrics
- Maintain current organizational and program information third platforms where Britepaths has a presence
- Participate in trainings/webinars on public relations, communications, and marketing-related topics

**Education and Experience** – Bachelor's Degree in Communications or Marketing field preferred, or minimum of one year equivalent work experience. Experience in a goal- and team-oriented environment, with an ability to meet deadlines.

**Required Abilities and Skills**

- Self-motivation with a growth mindset
- Impeccable writing and editing skills and strong verbal communication skills
- Experience building audiences via a diverse set of communications platforms, including email marketing CRMs such as Flodesk or Constant Contact
- Design skills and hands-on ability to work with design platforms such as Adobe, Canva, and Animoto
- Website design, building, and maintenance and hands-on ability to work with hosting platforms such as Wix or WordPress
- Excellent planning and organizational skills
- Creative and strategic thinking
- Detail-oriented
- Public speaking and presentation skills
- Proficiency in MS Office and Google Suite

Position requires 35 hours/week, with three (3) days/week in the Fairfax office, commensurate with an annual salary of \$45,000. Work schedule is flexible, with core hours Monday – Friday 10am to 2pm. Reliable internet connection at home is required for telecommuting, and laptop will be provided. Occasional weekend and evening work may be required. Must have own transportation for regional travel (mileage reimbursement for personal vehicle use provided for offsite meetings and events).