Job Title: Communication Manager
Reports to: President and CEO
FLSA Status: Exempt

Position Overview

The Communication Manager is an essential member of the Caring for Colorado team, working to communicate Caring for Colorado’s work and results through digital platforms including social media, email, and websites and through traditional methods including publications, public relations and marketing and media engagement. The Communication Manager is a detail-oriented, strong writer and editor with a knack for creative and inclusive messaging and a passion for communicating about Caring for Colorado to a diverse array of communities and audiences across our state.

This position is part of Caring for Colorado’s operations team, which is tightly integrated with CFC’s philanthropy team. This role will have a specific focus on communicating the work of the organization through traditional and non-traditional messaging, marketing, public relations, media relations and digital platforms.

Essential Duties and Responsibilities:

Serve as the lead communication contact to support the organization’s mission.

- Develop, implement, and monitor CFC messages across multiple platforms and for multiple audiences.
- Ensure messaging is effective and consistent while simultaneously appealing to a broad audience.
- Develop opportunities to position Caring for Colorado staff as thought leaders and subject matter experts.
- Develop and maintain a suite of CFC promotional materials to help the CFC team explain and promote the foundation’s work.
- Develop and implement a crisis communication plan, if needed.

Develop and implement a digital marketing strategy to include social media, email communication, website, and other digital media to promote Caring for Colorado’s work.

- Develop and deliver a monthly communication calendar in partnership with the Philanthropy Team and foundation leadership.
- Curate the website to position Caring for Colorado as a thought leader and to emphasize grant opportunities, priorities, and results.
- Promote CFC’s work and impact through email newsletters, reports, and other publications.
- Ensure the foundation’s communication strategy is guided by research, analytics, and benchmarking.
- Maintain all CFC mailing lists and social media channels.

Develop collateral material and support staff in communication needs.

- Write and edit newsletters, press releases, reports, social media posts, website content, internal communication for the CFC Board and Staff and other communication pieces as needed.
- Support staff with presentation prep and media requests.
- Participate in staff projects, to listen, learn and highlight key findings and learnings from CFC work.
- Support the production of audio and video files, podcasts, and other digital products.
- Manage contractors, as needed, for artwork, graphic design, photography, website development/maintenance, translation, and in other communication/PR/marketing capacities.
- For large projects, work in partnership with a strategic communication consultant to ensure smooth delivery of collateral and communication messages.

**Required Skills, Knowledge and Abilities:**

- Bachelor’s degree in marketing, communication, journalism, English, creative writing, or comparable professional experience.
- Minimum of three-years’ experience in a professional marketing, communication, or journalism role.
- Experience working under tight deadlines and ability to juggle multiple projects with shifting deadlines.
- Strong editorial judgment.
- Excellent writing, editing, and proofreading skills.
- Comfort working with and explaining qualitative and quantitative data.
- Demonstrated experience effectively using social media in a professional setting.
- Proficiency with (or the aptitude to quickly learn) a variety of computer applications, including the MS Office Suite, Asana, Adobe, and WordPress.
- An understanding of, or strong interest in, philanthropy’s role in creating positive change for individuals, communities and in public policy.

Skills not required, but preferred:

- Basic graphic design skills to support the production of internal and external documents, infographics, and social media posts.
- Photography skills to bring photos into CFC’s publications and on-line posts.
- Skills in developing messaging and written content for various audiences and in various languages in partnership with interpretation and translation consultants.

**Salary and Work Environment:**

- Annual, full-time salary is $75,000 - $85,000 depending on skills and experience. **We will consider candidates who would like to work 0.6 FTE – 1.0 FTE.**
- Caring for Colorado offers a comprehensive benefits package including health insurance, 401k plan, paid time off and paid leave.
- Work is based out of the Caring for Colorado office in Denver and is generally performed in a hybrid in office/work from home arrangement, with standard office equipment.
- Some statewide travel and evening appointments may be required.
- Reasonable accommodations may be made to enable individuals with disabilities to perform the essential duties.

**To Apply:**

Prospective candidates must submit the following to be considered for the position:

- Letter of interest
- Resume
- Online portfolio of sample communication work (newsletters, social media post, publication).
List of three references (email address and telephone number), one of whom is/was an immediate supervisor who has firsthand knowledge of applicant’s professional abilities (references will not be contacted without prior notification to candidates).

Applications must be received by January 10, 2022. Applications should be emailed to Ellie Mills at emills@caringforcolorado.org. No phone calls, please.

About Caring for Colorado Foundation
Caring for Colorado works with communities to accelerate change to improve the lives and health of Colorado’s children, youth, and families. We are a grantmaking foundation, created in 1999 from the proceeds of the sale of Blue Cross Blue Shield of Colorado. Our vision is that Colorado’s children and families are happy, healthy, and thriving and our purpose is creating equity in health, well-being and opportunity for Colorado’s children and families.

We believe that Colorado prospers when all our children, youth and families thrive. We intentionally direct our resources to those denied opportunity in our society. We stand together with communities to create policies, environments and systems that support the goal that every child in Colorado has love, stability, support, and opportunity.

Our talented and dedicated staff work across Colorado with communities and organizations to make positive changes in health every day. We are looking for people who share our values of integrity, inclusion, and commitment. We take our jobs in creating equity for children and families seriously and our team is dedicated to this purpose – both personally and professionally. We are committed to listening, learning, and responding in ways that elevate the communities we work with and support their leadership to build new systems.

Caring for Colorado is an equal opportunity employer.