



Job Title:	<i>Manager, Communication</i>
Reports to:	<i>Director, Communication</i>
Date:	<i>April 2022</i>

BIG SHOULDERS FUND

Big Shoulders Fund is an independent tax-exempt charitable organization that serves lower-income schools which provide a values-based education for children, thereby contributing to stronger communities. We serve students in 92 schools in the Chicago area and Northwest Indiana. Each school is a vital resource for students, families, and communities, with research showing that when a Big Shoulders Fund school closes, the surrounding area experiences an increase in violence and a decrease in social cohesion.

For more than thirty-five years, Big Shoulders Fund has helped Chicago’s children achieve their dreams through access to high quality education. We accomplish this by investing more than \$30 million annually in scholarship support and enrichment programming for students; operational improvements for schools; cultivation of talent pipelines for school personnel from new teachers through veteran principals; and professional development and support for educators and leaders – all with the goal of not just strengthening schools, but whole communities, while preparing students for life-long success. A recent survey of a sample of alumni of Big Shoulders Fund schools showed African-American alumni graduated from college at a rate more than twice the national average and Hispanic alumni graduated at a rate more than three times the national average.

POSITION OVERVIEW

The *Manager, Communication* will be a key member of the Big Shoulders Fund team, playing a critical role in supporting the vital work of the Communication team. Specifically, the *Manager, Communication* will provide support in the planning, execution, and evaluation of marketing campaigns across digital platforms such as social media and email. Reporting to the *Director, Communication*, the *Manager* will support current initiatives and assist with developing and managing social media campaigns in order to build brand awareness and achieve organizational goals.

The ideal candidate for this role not only holds the technical skills required, but also believes strongly in the mission of Big Shoulders Fund and the importance of ensuring that all children, regardless of income, deserve access to a high-quality, values-based education.

ESSENTIAL JOB FUNCTIONS (PLEASE NOTE: THIS LIST WILL LIKELY EVOLVE AND CHANGE OVER TIME)

- Content Creation – Collaborate with the *Director, Communication* to design and produce marketing collateral for various channels (e.g. website, email, social media), ensuring consistent voice.
- Digital – Manage social media accounts as well as research and curate industry-specific trends / competitive initiatives relevant to each platform’s audience.

- Reporting – Evaluate and monitor digital marketing campaign performance on an ongoing basis by analyzing key metrics and creating comprehensive reports to help inform content decision.
- Communications – Assist in creating and/or updating promotional materials to ensure alignment with most recent organizational initiatives and outcomes.
- Photography and Videography – Capture photo/video during Big Shoulders Fund events and upkeep media storage.
- Website – Update content on Big Shoulders Fund WordPress website and manage backend technical needs such as plugin updates.
- Perform administrative duties such as process check requests and be lead contact with printers.
- Complete other responsibilities as defined by the *Director, Communication*.

ADDITIONAL EXPECTATIONS

- As a member of Big Shoulders Fund staff, the *Manager, Communication* will attend and support the facilitation of fundraising events, service days, and other programs that further the mission of Big Shoulders Fund through its outreach to donors, communities, and schools.
- This role requires some availability to work occasional evenings and weekends for Big Shoulders Fund events.

QUALITIES OF THE CANDIDATE WE SEEK

- Minimum of a Bachelor's Degree.
- 3+ years of experience in marketing and communications, including social media management; experience in graphic design and WordPress is a plus.
- Familiarity with design software and email marketing platforms such as Canva and HubSpot preferred.
- Demonstrated track record of excellent written communication skills.
- Excellent verbal communication skills.
- Innovative and creative approach to tasks.
- Ability to thrive in a fast-paced environment.
- Commitment to excellence with strong organizational ability and exceptional attention to detail.
- Ability to create project plans and work on several projects concurrently while meeting deadlines.
- Strength in establishing and maintaining cooperative and effective working relationships with others.
- Ability and desire to work effectively within a team.
- High degree of responsibility, initiative, and professionalism.
- Highly motivated and adaptable with a strong work ethic; operates with honesty, integrity, and a positive attitude.
- Cultural sensitivity and ability to work collaboratively with diverse groups of people.
- Commitment to and passion for improving access to high-quality, values-based education options for all children.
- Availability to work some evenings and weekends for Big Shoulders Fund events.

NOTE: This job description is not intended to be all-inclusive. Employee may perform other related duties to meet the ongoing needs of the organization and the students/schools it serves.