



## JOB OPENING

Posted On: Monday, June 6, 2022

## Communications Manager

### About Street Hope TN

Street Hope TN (SHTN) is a faith-based non-profit with a mission to eliminate sexual exploitation and trafficking of children and to provide safe environments to foster healing and hope through Jesus Christ.

We accomplish our mission through:

- Bringing awareness and light to the dark issue of DMST to our churches and community. We engage people through events, presentations, and educational programs.
- Engaging children and youth with a sexual exploitation prevention message through our partnership with local youth groups and schools, in order to stop the exploitation of minors before it begins.
- Providing a holistic, Christ-centered restorative approach: physically, spiritually, and emotionally, through one of the first long-term holistic care safe homes in TN specifically for children survivors of trafficking.
- Facilitating prayer gatherings where believers come together boldly before the throne of the Lord and pray on behalf of the least of these, as we know our mission can only be accomplished through regular prayer and seeking the Lord's heart with each step.

**Hours:** Full-Time, Exempt

**Organizational Relationships:**

Director of Development

**Education:** Bachelor's Degree | 3+ Years Experience

**Competitive salary commensurate with qualifications**

### Position Summary

The Communications Manager is responsible for planning, creation, and execution of communications for Street Hope TN that advance organization awareness and that engage, empower, and inspire others to join the fight against domestic minor sex trafficking. This position will develop and oversee internal and external communications across channels and audiences. The Communications Manager will create relevant and accurate content and compelling stories that bring Street Hope's work and impact to life for use in fundraising initiatives, events, and special projects, as well as grant proposals, reports and other communications.

### Principle Duties

#### Planning & Management

- Engage and collaborate with organization leadership to develop key messaging, themes/topics, style/tone, target audiences and appropriate communication channels.
- Develop, execute, and monitor results of a cohesive, comprehensive communications strategy for the organization that builds and maintains an effective brand.
- Perform communications function within designated budget.





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- Identify need for, and manage work of, outside resources for special project requirements.
- Track analytics and create reports detailing successes and failures of communications campaigns.
- Maintain digital media archives including photos and videos.

#### Brand

- Ensure that all communications and marketing material align with brand standards.
- Prepare compelling stories and communications to generate interest and advance perception of the organization.
- Gather regular program updates and participant stories, photos and videos (as appropriate) to promote storytelling through a variety of channels including website, email, social media, and print media.
- Develop written content/copy for a variety of fundraising campaigns, events, audiences and channels.

#### Social Media & Website

- Manage communications and branding in various online and print platforms such as Instagram, Facebook, LinkedIn, Newsletters, Annual Appeals, etc.
- Oversee the development and maintenance of the organization's website including ease of navigation, clarity of information and ensure that all content is current and relevant.
- Design and implement a dynamic social media content calendar and engagement strategy.
- Develop, write, and edit marketing and communications materials, including press releases, blog posts and social media content.

#### Graphics & Video

- Identify, create and/or oversee the creation of compelling images, graphics, video and other content to support powerful message delivery.
- Oversee all videography projects including writing scripts and production.

#### Donor Experience

- Collaborate with the Development Team on creating donor materials, campaigns, and funding efforts.
- Create and manage external communications to donors, partners, participants and other key audiences via social media, emails, and electronic newsletters as well as print media.

#### Media / Public Relations

- Cultivate and maintain a network of positive media relationships.
- Arrange for appropriate staff person to represent the organization at events and press conferences and be that person when required.
- Compose and arrange placement of stories and press releases in appropriate media.





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- Identify, write, and edit a broad range of executive-level communications for external audiences, including speeches, talking points, letters, newsletters, and donor communications. other key audiences via social media, emails, and electronic newsletters as well as print media.

#### Events

- Work with event teams providing creative input including branding, communications, materials, and overall event support.

#### Grant & Internal Support

- Provide support for grant applications, as needed.
- Participate in the preparation of the organization's annual report, providing vision for graphics, clarity, and distribution.
- Research industry and market trends and identify original and compelling themes and storylines to incorporate into communications.
- Develop, distribute, and oversee policies to enhance the efficiency of communications and to further develop the building and maintaining of a positive and effective brand.
- Create and maintain internal communications protocols and initiatives that will foster employee morale.
- Provide communications support for special projects and initiatives.
- Perform other related duties as assigned.

### Qualifications

- Strong project management skills.
- Excellent verbal and written communication skills.
- Ability to work independently, lead creative teams, and meet deadlines, while managing multiple projects.
- Ability to thrive in a fast-paced, changing environment.
- Organized with attention to detail.
- Ability to offer sound media relations advice to executive leadership.
- Excellent self-motivation and organizational abilities.
- Excellent interpersonal skills.
- Ability to work with the board of directors, executive leadership, employees, media, and the larger community.
- Ability to coordinate efforts of various teams to present a coherent message.





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- Experience using communications software such as Mailchimp, Constant Contact or similar.
- Skilled in use of publishing tools such as InDesign, Photoshop or Illustrator.

### Education & Experience

- Bachelor's Degree in English, Communications, Public Relations, Journalism, or related field.
- Multiple years of experience in public relations, including comprehensive marketing experience.
- Experience in non-profit fundraising communications preferred.
- Demonstrated track record of success in leading a multifaceted communications program.

