



Position: Communications & Engagement Manager
Department: Administration
Reports To: Chief Operations Officer
Status: Full Time

Unified Vailsburg Services Organization seeks an energetic, entrepreneurial, and highly organized professional to serve as Communications and Engagement Manager.

The Communications and Engagement Manager will report to the Chief Operations Officer and manage a team consisting of one part time and one full time staff. The manager will also serve as a member of the UVSO leadership team and be responsible for developing and managing content across all UVSO's editorial and digital channels, will lead specific outreach efforts in our community through event activations, event management, relationship building, and support the success of all programs at UVSO at the grassroots level. A successful candidate in this position will be able to cultivate strong relationships and have excellent organizational and follow up skills.

The Communications and Engagement Manager will raise the visibility of UVSO by leading the implementation of an online engagement strategy that will include the organization's website, social media, email channels, and implementing and enforcing brand guidelines in collaboration with an on the ground community engagement schedule. This is a great opportunity for a creative professional to develop fresh campaigns and help UVSO establish a strong brand identity and community presence.

Essential Duties and Responsibilities

- Develop and lead community engagement efforts to marginalized communities through relationship building and event activations.
- Coordinate collaboration opportunities with other organizations.
- Interact with diverse groups of individuals with varied backgrounds and goals. Work well with individuals of all races, genders, and sexual orientations.
- Oversee volunteer recruitment, retention, and development; aligning goals, messaging, and opportunities.
- Assist operations manager to systematize current processes.
- Function as a member of the Leadership Team

Program Management

- Represent UVSO, its mission, and its opportunities to the community as needed; ensure consistent delivery of presentations.
- Attend and participate in regional and national meetings as required.
- Serve on external committees throughout Newark and NJ including but not limited to:
 - Newark DIG: Doing Infrastructure Green
 - Newark DIG-Quality of Life Subcommittee
 - Newark Community Development Network (NCDN)
 - Newark Science and Food System (Garden activities)
 - Ivy Hill Neighborhood Association
- Manage timely and professional responses to web, phone and in-person inquiries.
- Acquire and maintain comprehensive knowledge of the organization in order to accurately represent the organization in meetings and presentations.
- Engage with team members, program participants, core volunteers and donors.
- Manage logistics related to the planning of UVSO community engagement efforts and events, including the annual Vailsburg Day and pre-planning events for the neighborhood plan.

- Keep leadership apprised of progress at all stages of events.
- Utilize social media platforms within the digital marketing strategy to increase brand recognition.
- Assist with soliciting corporate sponsorships.
- Ensure event standards are met, exhibiting excellent organizational skills.
- Recruit, manage, and effectively utilize planning committees and event volunteers.
- Identify and recommend additional programs to help meet organization outreach and fundraising needs.

Communications Responsibilities:

- Managing the production process from conceptualization to dissemination
- Oversee the Communications and Development associate during the drafting and editing of compelling digital and print content for a variety of channels as needed.
- Copy edit UVSO's public facing documents—reports, official correspondence, and newsletters—as needed
- Ensure consistent implementation of brand guidelines
- Develop and execute a comprehensive communications strategy. Track, monitor and report on goals and the performance of all channels
- Work with the leadership team on the development of a communications calendar based on existing programming
- Oversee website updates and the development of new landing pages, blog post and other online platforms needed.
- Drafting speaker invitations and briefings, creating tickets sales and/or registration forms drafting talking points for Senior Leadership, and live-social sharing during the event.
- Leverage communication strategies to expand and diversify UVSO's audiences
- Assist Operations Manager with all aspects of the Neighborhood Plan Development communications and collateral

Qualifications:

- Bachelor's Degree Communications. Marketing or related field
- Excellent written and oral communication skills.
- Excellent interpersonal skills.
- Confident, positive attitude, ability to multi-task and work independently.
- Ability to manage time-sensitive projects and reprioritize to meet deadlines
- Ability to maintain a healthy and functional work environment
- Proven ability to draft clear and compelling messages across platforms and audiences, from donor correspondence to social media and press releases.
- A desire to collaborate and build systems
- Ability to initiate and maintain relationships with a wide variety of stakeholders including: Board members, donors, and program partners
- Must be both a strategic thinker and detail oriented
- Fluency in MS Office 365 and WordPress
- High level proficiency with online video conferencing platforms including MS Teams
- Ability to attend events in the evening and some weekends
- Experience coordinating a variety of events, from intimate gatherings to large-scale galas
- Demonstrated track record growing audience on social media
- Fluency in Adobe Creative Suite or other design software is highly desired.

Physical Demands:

While performing the duties of this job, the individual must be able to remain in a stationary position for 90 percent of the time while performing office work. The individual needs to occasionally move about inside the office. They constantly operate a computer and other office productivity machinery, such as a computer printer. The employee must regularly lift and/or move up to 15 pounds, occasionally lift and/or move up to 40 pounds

NOTE:

Job description information reflects proposed or incumbent job responsibilities. The information presented, while not an exact or exhaustive listing, describes the work, performance standards, and qualifications typically required of positions or employees in this job; as such they are subject to change.

Unified Vailsburg Services Organization (UVSO) is an equal opportunity employer and does not discriminate against any potential job candidate or employee on the basis of race, creed, color, sexual orientation, national origin, or gender.

My signature below verifies that I have read the above description of duties and fully understand my role and responsibilities, and, furthermore, understand that I will be evaluated accordingly.

Employee Signature

Date