

CALIFORNIA HUMANITIES

Communications Manager

Position Title: Communications Manager

Reports To: President & CEO

Location: Remote/Hybrid

Supervises: The work of communications consultants/contractors (as necessary)

PRIMARY RESPONSIBILITIES

The Communications Manager's primary duty is to develop strategic and measurable communications plans; create and maintain effective and positive community and media relations through print, digital, and social media efforts; and is responsible for the day-to-day marketing of California Humanities in alignment with its strategic goals and activities and the advancement of its mission.

The ideal candidate will have:

- A successful track record and 5 or more years of experience in developing and implementing a successful communications plan and managing a nonprofit communications function.
- Excellent and engaging writing and editing skills.
- Knowledge of and familiarity with social media and website content management.
- Ability to communicate effectively in different circumstances and through different means with a wide variety of stakeholders, both within and outside of the organization.
- A creative and innovative approach to raising the visibility of California Humanities and its partners and grantees.
- A strong interest and aptitude in developing and maintaining relationships with the media and a familiarity with the California media landscape.
- An understanding of and appreciation for the humanities and experience with cultural organizations, libraries, nonprofits, educational institutions, or philanthropy a plus.
- A willingness to see the big picture while paying close attention to details.
- A flexible, supportive, independent and collaborative work style, and a good sense of humor.

COMMUNICATIONS & MARKETING RESPONSIBILITIES

In concert with the President & CEO and other appropriate staff (particularly Program and Development), develop, implement, and execute an annual communications plan to raise the visibility of California Humanities, support its programs and interests, center equity within the communications function, and create communication strategies to meet the established objectives. An Administrative Associate dedicates 30% of their time to assisting the Communications Manager.

Marketing (website, digital, print materials)

- Collaborate with the Programs and Development staff to support the implementation of program-related communications and fund development activities, including web-based program content development, key messaging content development, and dissemination of key messages.
- Create email, web-based and broadcast messages, digital media, articles, op-eds, and press materials relating to California Humanities programs, policies, and initiatives for multiple internal and external audiences.

- Oversee the development, production, and maintenance of the California Humanities website; create the editorial content for all online efforts and internet-based communications; leverage social media outlets to increase awareness, recognition and participation in California Humanities programs and initiatives;
- Monitor California Humanities' presence on external sites, blogs, and news outlets. In collaboration with the Administrative Associate, track website and social media analytics.
- Manage the creation and content of California Humanities' publications that may include its monthly e-newsletter, annual report, brochures, special event materials, and other specialized publications.
- Maintain a steady social media presence, including its blog, Facebook account, Twitter feed, Instagram, and other social media outlets.
- Supervise the graphic design, layout, and creation of collateral materials and publications, and manage the print production and distribution of the materials with input from the President & CEO.
 - Create graphics and/or update images for print media as needed.
 - Maintain and update image library.
- Work with project partners and grantees to provide PR/Marketing promotional assistance and strategic support and brand management guidance on co-branded collateral materials, and manage informational requests for publicity materials, images, and content.
- Act as brand manager to monitor internal and external adherence to brand guidelines, providing guidance and support to maintain brand consistency.

PR and Communications

Media:

- Pitch story angles, arrange and conduct media events, including news conferences, editorial board visits, taped and live interviews, personal appearances, and other opportunities; track and analyze media hits.
- Maintain and cultivate professional and positive relations with news media and respond to their requests for information or for comments from an official source, where appropriate.
- Work with staff to raise organizational visibility and name recognition of California Humanities locally, regionally, and nationally.
- Assist President & CEO in preparing public remarks as requested, either for publication or speaking at events or with the media.

External Outreach/Events

- In collaboration with the President & CEO, the Programs department, and the Development department, help to plan, organize, and implement programs and/or events for external and internal audiences that communicate California Humanities' policies, programs and initiatives; promote community and internal understanding of California Humanities' programs and initiatives; and work to improve the public perception of California Humanities.
- Participate in meetings, work sessions, conferences, retreats, or other official California Humanities sessions and/or make presentations to individuals and groups to increase awareness of California Humanities, as necessary.

Internal Management

- Develop and manage the California Humanities communications calendar.
- Manage relationships with, and oversee the work of vendors, contractors, consultants, and other freelance talent, as related to the marketing and PR functions.
- Assign and supervise tasks and projects to the Administrative Associate.

- Work with the President & CEO and Finance staff to develop budgets and manage day-to-day expenses of line items directly related to areas of oversight.
- Work with the President & CEO to develop informational documents and presentations for the Board, and support Board committees and full Board meetings when requested.
- Conduct research on areas for outreach.
- Build upon and maintain current media lists.
- Generate communications-related reports as needed.
- In collaboration with the President & CEO, supervise the work of contracted employees and communications consultants, as necessary.
- Maintain a flexible work schedule and be available for travel, as necessary.
- Other duties as assigned by the President & CEO.

Please send resume and cover letter to jobs@calhum.org by September 25, 2022.

California Humanities is an equal opportunity employer and believes in a diverse work force, and applicants from all backgrounds are encouraged to apply.

ABOUT CALIFORNIA HUMANITIES

California Humanities, a nonprofit partner of the National Endowment for the Humanities, promotes the humanities – focused on ideas, conversation and learning – as relevant, meaningful ways to understand the human condition and connect us to each other in order to help strengthen California. California Humanities has provided grants and programs across the state since 1975. To learn more visit www.calhum.org, or follow us on [Facebook](#), [Twitter](#) and [Instagram](#).