



Job Description

Title: Communications & Outreach Manager
Reports to: Development Director
FLSA: Exempt
Employee Type: Full time - 40 hours a week
Salary: \$65,000 - \$75,000

SUMMARY

The Communications and Outreach Manager serves as a key leader at Sunflower Hill, with responsibility for:

- development and execution of a communications and outreach strategy, ensuring consistent brand and messaging across digital and print platforms.
- the creation of collateral materials and management of the website and social media accounts.
- overseeing and coordinating community outreach functions (displays, tabletops, etc.)
- serving as a key team member in planning and executing the annual fundraising gala

ESSENTIAL FUNCTIONS

The essential functions listed below are general examples and not a description of comprehensive duties. Specific duties and responsibilities may vary depending on program needs without changing the nature or scope of this position or level of responsibility. May be asked to perform other duties as assigned.

- Work with Development and Programs Directors to strategically develop marketing and outreach plans related to events, programs, fundraising campaigns, and other organizational activities.
- Oversee all organizational communications to ensure consistent brand and messaging related to print, press, and digital efforts.
- Work closely with all departments to create compelling collateral materials including but not limited to the annual report, flyers, invitations, programmatic materials, and brochures.
- Manage the website (WordPress) including content creation, updates, and ongoing website development.
- Manage social media platforms and related content generation.
- Serve as a key team member for the annual fundraising gala, including working with donors, vendors, sponsors, volunteers, and auction management.
- Staff the Sunflower Hill Board of Directors Communications Committee and work with other communications volunteers.
- Assist the Development Director in staffing the Sunflower Hill Board of Directors Strategic Alliances Committee and work toward the goal of smart outreach.
- Oversee and coordinate community outreach functions including displays, tabletops, etc.
- Oversee organizational content and image organization.

SCHEDULE

Full-time 40 hours. Office hours are Monday – Friday, 9 a.m. – 5 p.m. Days/hours flexible – work as needed to accomplish tasks, can work hybrid model. Some in-office work will be required for meetings and team collaboration. Weekends and/or events before or after regular business hours as required.

JOB QUALIFICATIONS

Candidates should have strong organizational, interpersonal, oral, and written communication skills. Must be a strategic thinker as well as detail-oriented, and be able to meet deadlines. A personable, flexible, and supportive approach with a strong work ethic is essential. Must be a self-starter and have the ability to multi-task and work independently. Intermediate or higher computer skills: MS Office, WordPress, Facebook, Instagram, LinkedIn, and YouTube experience required. Salsa Labs/Bonterra or other donor database familiarity, Google Analytics, Canva, and graphic design experience expected. Must be comfortable working with people of all abilities.

Education

- College bachelor's degree or equivalent experience required.

Licensure and Other Requirements

- Valid CA driver's license and automobile insurance
- Travel: Requires some travel within the Tri-Valley and East Bay region (mainly Lafayette, Dublin, Pleasanton & Livermore). Reliable transportation is required to fulfill job duties.
- Ability to pass a background check and verification of credentials.

PHYSICAL REQUIREMENT/WORKING CONDITIONS:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions.

- Interact with computers and general office equipment.
- Heavy computer work: sitting and repetitive hand movements associated with keyboard and mouse use.
- Light standing, walking/ moving around an office environment.
- Ability to lift 25-30 pounds on an infrequent, but regular basis.
- Ability to work in a moderately noisy environment with frequent interruptions.
- Occasional visits to Sunflower Hill Garden – dusty, rocky, and uneven dirt paths.
- Occasional visits to our Residential communities.
- This role can be performed via a hybrid model.

SALARY/BENEFITS

The salary range is \$65,000 - \$75,000 and commensurate with experience. Benefits include the option for medical/dental/vision coverage, as well as 401k and generous holiday/vacation/sick time. A hybrid work model is in place with a flexible schedule.

TO APPLY

Please send a cover letter and resume indicating your interest in the position to info@sunflowerhill.org.

Equal Opportunity Employer

Sunflower Hill strongly values diversity and is committed to equal opportunity and non-discrimination in all of its policies and practices, including the area of employment. Accordingly, Sunflower Hill does not discriminate against any person on the basis of race, color, sex, sexual orientation or gender identity and/or expression, religion, age, national or ethnic origin, political beliefs, marital status, medical condition, genetic information, veteran status or disability, or the perception of any of the above. People of all genders, members of all racial and ethnic groups, people with disabilities, and veterans are encouraged to apply. Qualified applicants with criminal convictions will be considered after an individualized assessment of the conviction and the job requirements.