



Communications Manager

Department: Development (8099)

Reports to: Director of External Relations & Development

FLSA Status: Non-exempt, full-time, non-supervisory

Compensation Range: \$54,000 - \$64,000 (\$25.96 - \$30.76/hourly)

WHO WE ARE

Founded in 1981, Wellspring House Inc. is a leading non-profit organization with programs extending throughout the 20 cities and towns of Massachusetts' North Shore region. Our mission is to inspire families and adults to achieve employment and financial stability through stable housing, education, job training and career readiness.

WHAT WE SEEK

Wellspring House is searching for an experienced communications professional to work across various departments to identify communications needs and create communications materials (digital and print) to help engage with audiences, including: prospective and past program participants, staff, board of directors, and donors and volunteers. The Communications Manager will be responsible for creating a variety of communications materials that meet the needs of these various departments to ultimately help to meet fundraising goals. Excellent writing and creative design skills will be necessary, along with fresh ideas about how to reach various audiences.

ROLES & RESPONSIBILITIES

- Manage multiple projects as a writer/editor/collaborator responsible for making strong connections with key audiences through storytelling, including maintaining production schedules, soliciting and incorporating edits, feedback, and photo selection for all communications channels.
- Develop and distribute key messaging documents, fundraising collateral such as fact sheets and annual reports, newsletter copy and press releases, web articles, social media content, and email communications.

- Identify and collaborate with media partners and news outlets, supporting the organization's reputation and its commitment to diversity, equity, inclusion, and access.
- Serves as editor and lead content creator for the organization's website by producing high quality content focused on programs, services, success stories, and ways to support.
- Manages organization-wide communications calendar (social media, media outreach, and newsletters) to provide cohesive, focused messaging across all platforms.
- Ensures quality control of written materials, ensuring high-quality standards for all materials that are consistent with brand.
- Grows and manages a network of vendors and consultants to meet needs for digital and print production processes.
- Partners with program staff to create outreach tools and materials to recruit students and program participants.
- Writes success stories and content through interviews with program participants and students.
- Reports on outcomes of outreach strategies to target audiences (increases in number of students, media placement in key markets, attendance at events).
- Partners with Development Team to create compelling fundraising materials for annual appeals (both print and digital) and supporter recognition.
- Supports engagement and fundraising events through promotion to audiences and coverage of events.

QUALIFICATIONS

At least 2-4 years of relevant experience or experience in a role with transferable skills. The ideal candidate for this role has hands-on communications experience, is committed to increasing awareness of Wellspring, enjoys working on various aspects of communications, and thrives in supporting teams to achieve their goals. This person will have strong writing skills, be creative, have a strong attention to detail and demonstrate a commitment and passion for Wellspring's work.

SKILLS, ABILITIES, COMPETENCIES

While no candidate will possess every quality outlined for this position, the successful candidate will bring many of the following professional qualifications, experience and personal attributes and a demonstrated ability to learn new skills quickly:

- Outstanding writing, editing, and verbal communications skills.
- At least three years of content management experience.

- 4+ years of related experience in journalism, public relations, or marketing.
- Experience with a variety of communications software and applications is preferred, along with willingness and ability to learn on the job. Experience with Word Press, Constant Contact, Adobe Creative Suite, ChatGPT, photo and video editing programs a plus.
- Up-to-date understanding of social media landscape and track record of managing multiple social media channels.
- Graphic design experience is a plus.
- Team player who works well with others and can manage multiple large projects and deadlines.
- Experience working in diverse communities.
- Strong record of accomplishment of project management in communications.
- Interest in issues of social justice and equity, and for Wellspring's mission, goals, and programs. Commitment to diversity, equity, and inclusion, and an understanding of how to integrate this commitment into communications materials. Desire to create good in the world.

LOCATION & SCHEDULE

Wellspring's home office is located at 302 Essex Avenue in Gloucester, MA. This position is based out of Wellspring's Gloucester office, with the opportunity to work remotely two days per week. Wellspring is reachable by public transportation. Flexibility for some weekend and evening work is required for events.

COMPENSATION

The salary range for this position is \$54,000-\$64,000. This is a full-time position with a salary commensurate with experience and skills. This position is eligible for health insurance benefits, health spending account, 401K, three weeks accrued vacation, paid holidays, and other benefits.

APPLICATION PROCESS

Wellspring is currently accepting applications until the position is filled. Please send your resume and cover letter via email to: jobs@wellspringhouse.org. In the subject line, write your name and the position title. We will review all submissions, identify candidates, and contact ONLY those individuals selected to continue in the search process. No phone calls please.

Wellspring is an Equal Opportunity Employer that is committed to creating an inclusive organization. We actively seek a diverse pool of candidates for this position.