

Careers

Position: Communication Manager

Location: GA-Columbus

Department: Communication Services

Compensation: Up to \$50,000; commensurate w/experience

Benefits: Health, Dental & Disability Insurance; Retirement Savings Plan; Incentive Bonus Eligible; Paid Time off (PTO)

Company Overview

Goodwill Industries of the Southern Rivers' (GWISR) mission is "Developing People, Changing Lives, and Building Communities." Our Career Centers and other job training, placement and advancement programs make this possible by giving people the support and resources they need to find and maintain employment. It is our organization's vision for people to be empowered with skills and opportunities, living fulfilled lives. In 2010, GWISR served and trained 21,669 people and helped 3,336 people earn good jobs, generating an economic impact of \$35.1 million.

Our organization operates as a social enterprise, which means the majority of our programs are funded by the revenue generated from GWISR's 9 retail stores and affiliate – PowerWorks Industries. These operations, which span 50 counties in West Georgia and East Alabama, generate annual revenues in excess of \$18 million. GWISR's successful self-funded business model is the result of long-term strategic planning and consciously executed business decisions. As our organization begins a new strategic plan in 2012, we eagerly anticipate moving towards a \$38 million organization and tripling GWISR's annual reinvestment to the communities we serve.

Position Summary

The Communication Manager serves as the primary internal content writer, editor and project manager for GWISR's integrated marketing communication projects. He or she is an expert in the communication process and leads communication initiatives through planning, execution and measurement. The individual in this position is expected to be a role model who lives and practices our values of Honesty, Integrity, Respect, Excellence and Service. The position is a member of the Communication Services team that is devoted to gathering and disseminating information between internal team members, stakeholders and the community for the purpose of telling the GWISR story. The Communication Manager succeeds with professional writing and non-profit project management and excels in written communication and the specification of messaging with the ability to manage other team members either in a direct reporting structure or through influence in project management. The Communication Manager is a leader that possesses the ability to operate on both tactical and strategic levels.

This position is a member of the Strategic Leadership and Development Team that is responsible for recommending and implementing approved policies, standard operating procedures and strategies to support the continued growth and advancement of the GWISR mission. The Communication Manager is a position that is critical to building and guiding the future of the organization.

Strategic Management Expectations

- Proven track record of creating, sustaining and simplifying new systems
- Familiar with contributing to organizational budget and planning processes
- Desire to constantly learn, balanced with the ability to toggle between current expectations with planning and creating systems for the future
- Proven track record of developing direct reports and other team members to higher levels of leadership



Principle Accountabilities

Project Development and Implementation

The planning and coordination of an organization's resources in order to move a specific task, event or duty to completion.

- Works to develop the creative concept, build and launch the brand's new voice across platforms including, but not limited to: print, radio, TV and social media channels as well as throughout various lines of business and support services.
- Works to develop messaging of a superior quality that are on target with marketing strategies for interactive/web, print, broadcast, direct mail and other forms of advertising and promotion of the organization.
- Coordinate communications projects with internal team members and external vendors and contractors for the development and production of organizational communication pieces including annual report, code of ethics, strategic plan and stakeholder communication.

Composition & Editing

The process of drafting and reviewing documents for the purpose of preparing communication pieces for publication.

- Provide writing and editing support for all outbound communication including all promotional materials, press releases, team member and donor communication and the GWISR annual report.
- Assist in developing external recognition through award nominations.
- Review and edit existing promotional and communication materials for effectiveness, cross-communication opportunities and adherence to organizational culture, values and brand guidelines.
- Review and edit grant proposals submitted by other strategic team members.
- Works to develop and maintain templates for all clients to ensure consistent brand identity across all media channels.

Creative Services Leadership & Support

The effective guidance and support of document, plan and program creation.

- Actively participates in and leads plan and presentation development meetings
- Leads and assists with the development and implementation of press releases, success stories, culture boards and internal communications
- Provide presentation and speaker support for all external communications.
- Provide design support for collateral pieces.
- Serve as internal liaison for GWISR's culture, values and brand.

Position Requirements

- Bachelors Degree in the field of Communications, English, Journalism, Marketing or a related field (required)
- Masters and/or Advanced Degree (preferred)
- Minimum 8 years of demonstrated experience in marketing, communications, professional writing and/or editing
- Minimum 3 years of prior supervisory and leadership experience (preferred)
- Previous experience with project management and executing programs
- Previous experience with strategic planning initiatives (preferred)
- Strong interpersonal skills coupled with the ability to interface with all levels within the organization
- Superior written communication skills
- Strong organizational skills coupled with the ability to prioritize multiple projects and meet deadlines
- Strong balance of strategic, technical, operational and tactical marketing skills
- Fundamental knowledge and use of Adobe Creative Suite, Adobe Acrobat, MS Office Suite, Photoshop and InDesign

Application Process

Please visit www.gwISR.org; click on employment and then find the position you are interested in. Download the employment application and follow the remaining instructions.