

## **The Winston-Salem Foundation Marketing and Communications Manager**

The Winston-Salem Foundation (WSF) is currently seeking a marketing and communications manager to support the director, marketing and communications. He/she will provide support, management, and coordination for the Foundation's communications, public relations, and key events.

*WSF is a nonprofit community foundation, comprised of 1,450 funds, that assists people and organizations with their charitable giving, provides financial aid to college students, and provides community grants to nonprofit organizations in Forsyth County. The Foundation is the oldest foundation in North Carolina, and one of the oldest community foundations in the country. Our mission: to invest in our community by making philanthropy and its benefits available to all.*

*The following values are essential to the work of the Foundation:*

**Generosity:** *To support sharing in all its forms, linking resources with ideas that improve community life*

**Inclusion:** *To embrace the contributions of individuals from diverse backgrounds, beliefs, experiences, and perspectives*

**Integrity:** *To operate with respect, honesty, accountability, and fairness to all*

**Excellence:** *To aspire to the highest standards in everything we do*

### **Description of Responsibilities:**

Collaborate with and provide support to the director, marketing and communications as follows:

- Develop communication materials, including e-newsletters, donor and professional advisor communications, fundraising and event mailings, invitations, collateral materials, special brochures, press releases, and other publications; responsibilities include writing, editing others' work, and uploading to web platforms as necessary.
- Maintain and update the Foundation's website and continue to develop its social media presence on Facebook, Twitter, YouTube, LinkedIn, and other sites as relevant.
- Support public relations efforts and opportunities, including writing press releases, developing professional relationships, and responding to inquiries from the media, donors, grantees, and the community-at-large.

- Produce the Foundation's annual Report to the Community, collaborating across internal departments and with photographers, writers, and the Foundation's design agency.
- Assist with management of key events, including the annual Community Luncheon, which draws over 1,200 guests. Luncheon support duties include sponsorship solicitation, event space logistics, audio-visual support, and speaker and script development.
- Assist with The Winston-Salem Foundation Award and the ECHO Awards processes, as well as coordination of recipients' participation in the Community Luncheon.
- Prepare surveys and collect research data for donors, grantees, and other stakeholders; analyze research metrics for online platforms.
- Manage mass mailings with internal administrative support and coordinate with external mailing service.
- Work with Philanthropic Services department to achieve maximum impact from the Raiser's Edge database for mailings and e-newsletter communications.
- Partner with Foundation staff to assist with the communications needs of other departments and initiatives; assist with special events as needed.
- Participate in regular staff and internal meetings.
- Partner with staff on tasks that concern the broad agenda of the Foundation's work in order to ensure that decisions are made with diverse input to benefit the common good.

### **Qualifications:**

- Commitment to the Foundation's values
- Bachelor's Degree required
- 2+ years of experience in marketing and communications and project management
- Outstanding written and oral communication skills and exceptional attention to detail
- Proven writing, proofing, and editing skills and experience working with graphic designers, photographers, writers, event-related support, and other vendors
- Strong organizational and problem-solving skills, flexibility, and demonstrated ability to manage and execute multiple tasks and work under pressure in a changing environment
- Demonstrated leadership with strong initiative and self-directing skills, creativity, and promotion of innovation
- Ability to learn and adapt to new software, website content management systems, and e-newsletter platforms; demonstrated proficiency in Microsoft Office and Adobe Acrobat Professional
- Ability to function as part of a team and work across teams within an organization
- Ability to interact respectfully with people of diverse backgrounds, perspectives, and cultures



*To invest in our community by making philanthropy and its benefits available to all.*

Salary range is commensurate with experience. Benefits: health, dental, and life insurance are available upon employment; retirement benefits and group disability insurance are available after one year of service; there is an option of a flexible spending plan.

The Winston-Salem Foundation is committed to building a staff that reflects our community and encourages applications from a diverse candidate pool.

To apply, send a letter of interest and a resume by **August 17, 2018** to:

Leila Warren  
The Winston-Salem Foundation  
751 West Fourth Street, Suite 200  
Winston-Salem, NC 27101  
Email: [lwarren@wsfoundation.org](mailto:lwarren@wsfoundation.org)

Applications will be reviewed as they are received and interviews may be scheduled before the deadline.