COMMUNICATIONS MANAGER POSITION ANNOUNCEMENT
Salary: $45,000 - $50,000

Anchorage Park Foundation (APF) builds *Healthy Parks & Healthy People* by mobilizing public support and financial resources for Anchorage parks, trails, and recreation opportunities. We strive to build a deeper sense of community through parks and trails, making Anchorage a healthier, more vibrant and equitable place to live. APF is the nonprofit partner to the Municipality of Anchorage Parks and Recreation Department, adding value to capital improvement park and trail projects through funding, community engagement, and facilitating community driven projects through grants.

POSITION
APF seeks a full-time Communications Manager to join our team. The Communications Manager will implement multiple strategies that highlight APF’s mission through both innovative and conventional communications strategies and tactics. They will conduct day-to-day work in the areas of planning, marketing, writing, print/electronic communication and publication, media and public relations, event planning, and project management. This position is ideal for a skilled storyteller with passion, creativity, and attention to detail. This position reports to the Director of Philanthropy and works collaboratively with all members of the organization. The position offers health care reimbursement, 403(b) retirement match, professional development opportunities, and a flexible work environment.

CORE RESPONSIBILITIES
Strategic Communications (60%):

- Develops and implements a strategic communications plan as a guide for reaching annual goals.
- Works with leadership and program managers to ensure clear and impactful messaging that reflect core values and strategies in all materials and conversations
- Ensures consistent use of organization brand, mission, and messaging
- Writes in multiple formats and tailors communications to multiple audiences
- Collects and develops compelling stories, including written and visual content to promote and advance mission
- Produces and coordinates external communication materials, including the organization’s website, social media, brochures, newsletters, annual reports, marketing materials, and press releases
- Works collaboratively with all staff members, partners, grantees, contractors, funders, and interns on communications materials and campaigns
- Works directly with grantees to ensure program successes are amplified
- Manages social media campaigns and digital project promotion, including website and email marketing, and work with contractors
- Organizes community events that highlight and celebrate park and trail initiatives
Donor Communication (40%):
- Supports donor cultivation efforts
- Coordinates Annual Fund campaign and associated strategies including developing fundraising strategies and marketing collaterals
- Works in partnership with APF staff and organizational partners on grant proposals and reports
- Manages and maintains accurate mailing lists and donor data
- Assists with development and coordination of fundraising or donor engagement events
- Works with Parks & Recreation and other partners to develop and execute volunteer engagement and project celebration events
- Assists with philanthropic communications for all projects and programs
- Provides grassroots fundraising advisement and support for grantees

KNOWLEDGE, SKILLS, & ABILITIES
- 3-5 years nonprofit experience preferred in fundraising, marketing, communications, community outreach, or a related field
- Persuasive written and verbal communication skills
- An ability to work independently and manage multiple competing priorities
- Experience with Office365 Suite, Adobe Suite, email marketing software, web editing, and databases
- Ability to lift 25 pounds
- Ability to work within a budget
- Valid driver’s license and own transportation for work-related responsibilities
- Ability to demonstrate emotional intelligence
- Professionalism and a willingness to learn what isn’t known
- Flexibility to attend seasonal off-hours events
- A culturally responsive attitude and commitment to equity
- A love of the outdoors

TO APPLY
We encourage candidates to submit materials for review by February 4, 2020, however this position will be open until filled. Send cover letter, résumé and one writing sample to info@AnchorageParkFoundation.org. Include your favorite Anchorage park or trail in the subject line.

We seek to build an inclusive organization grounded in respect for differences and encourage applications from all qualified individuals without regard to race, religion, gender, sexual orientation, gender identity or expression, age, national origin, marital status, ability or veteran status.