

p:ear

**Communications and Engagement Manager
Job Announcement**

TO APPLY: Please send resume and answers as PDFs to the questions in lieu of a cover letter to **jobs@pearmentor.org** with Communications and Engagement Manager” in the subject line. The job will remain open until full. Email only, no phone calls, please – phone calls will not be returned. Successful candidates will be contacted for an interview starting September 2022.

- 1. How will you utilize p:ear's equity statement to inform your work as the Development and Communications Manager? (see below)*
- 2. How do you build community and grow relationships?*

p:ear builds positive relationships with homeless and transitional youth through education, art and recreation to affirm personal worth and create more meaningful and healthier lives.

At **p:ear**, our work starts with the realities of today. It ends when young people find and embrace tomorrow. Our beauty—our core-essence—is in everything in between. It's in the kids, their daily experiences, their struggles, and triumphs. It's in their journey. We believe every homeless youth has a vibrant future.

p:ear respects and celebrates the diversity, creativity and strength of our community. Equity and inclusion are a priority across all parts of our organization. We are committed to using our time and resources to help identify and eliminate disparities based on identity and to promote equitable access to our programs so we can all live in the world we want for our young people.

POSITION TITLE: Communications and Engagement Manager

FTE POSITION: 40 hours. Requires some evenings and weekends

COMPENSATION: \$62,000 (40 hours / week). Benefits include generous paid vacation, eight sick days, 100% paid health + dental, 2% simple IRA match, short-term and long-term disability, life insurance, paid parental leave, flexible schedule with one day at home/four days in the office

REPORTS TO: p:ear's Development Director

POSITION DESCRIPTION

As a central member of the p:ear team, the **Communications and Engagement Manager** helps make p:ear's work possible by:

- Continually building and strengthening the community that surrounds p:ear by inspiring and maintaining a pipeline of new and current supporters through fundraising, donor relations and marketing efforts.
- Being a capable and creative writer
- Utilizing owned, earned, and paid channels to ensure that donors feel connected to the culture and sense of community that is so tangibly present within its walls.
- Elevating and promoting p:ear's unique and distinctive programs, events and social enterprise businesses to continually grow their base of support
- Creating and managing content across multiple platforms
- Acknowledging and celebrating p:ear youth and supporters
- A passion for responsible storytelling
- Superior written, oral and online communication skills
- Shows a keen attention to detail
- Strong enthusiasm for fundraising and being out in the community

REQUIRED VALUES / COMPETENCIES:

- Experience building trusting, healthy relationships with a supportive community
- Strong commitment to social justice and racial equity
- Highly adaptable sense of humor
- Excellent interpersonal skills. Must be a positive and strong role model, have a collaborative, team-oriented work style, and strong strategic and problem-solving skills
- Ability to maintain and sustain relationships with diverse populations
- Ability to work cooperatively with others to set goals, resolve conflicts, and make decisions that enhance the effectiveness of p:ear
- Committed to personal growth
- Self-initiating, independent and highly motivated
- Comfortable working with minimal supervision in a deadline-oriented environment
- Capacity to thrive amidst chaos, juggle competing priorities and responsibilities, and work calmly in a fast paced and stressful environment
- Able to work some nights, weekends, and holidays
- Experience with Salesforce and Wordpress preferred, but not required
- Proof of COVID-19 vaccination required

ESSENTIAL DUTIES & RESPONSIBILITIES:

Must have a minimum combination of 4 years experience or demonstrated ability in communications and development work.

Communications & Engagement

- o Represent p:ear in the community in multiple ways from fundraising, outreach events and public speaking
- o Oversee communication pieces and marketing graphics for all events and campaigns

- o Create and manage content across multiple platforms to reach and engage a broad audience of current and new supporters
- o Develop an annual communications plan and set annual goals with Development team
- o Support a culture of strong and responsible story-telling
- o Create content for fundraising materials, newsletters, collateral materials and email updates
- o Write and distribute press releases to traditional and non-traditional media outlets and be the main point of contact for media inquiries.
- o Track and report on social and digital engagement and continually calibrate marketing approaches
- o Manage website and ongoing updates
- o Manage relationships with contractors and vendors
- o Strategically utilize website and social media to tell p:ear's story, increase levels of engagement with the organization, grow its base of supporters

Marketing:

- o Create and implement an annual marketing plan with an active daily/weekly/monthly marketing calendar.
- o Oversee new branding and marketing for p:ear's Job Training Programs
- o Maintain the current organizational system of p:ear's brand assets including logos, graphic files, and photography.
- o Create a marketing plan for monthly giving donors (recruitment + retention)
- o Create marketing and engagement plans for p:ear's annual gala and other fundraising events
- o Create and maintain p:ear branded correspondence (donor letters, annual reports, etc)
- o Build relationships with community business and donors to support and marketing p:ear's fundraising events
- o Manage Business Donors and Event Sponsors

Donor Relations:

- o *Manage a portfolio of small to mid-size donors through events, one-on-one meetings, site visits, campaigns, annual appeal*
- o *Act as primary collaborator and support to Development Director regarding all fundraising activities*
- o Manage and grow p:ear core: p:ear's monthly giving program
- o *Donor and Prospect Research and Management: With Development Director, cultivate and maintain all funding sources, with specific responsibility for monthly and mid-level donors.*
- o Create all fundraising correspondence including thank you's and gift acknowledgements
- o Co-lead and collaborate with Development Director with Event and Fundraising Campaigns, and manage event and auction database

Safe Space Support:

- Create a safe, supportive and structured environment for p:ear youth
- Develop healthy, mentoring relationships with youth
- Support program unity by participating in a team approach when providing services
- Support onboarding and mentoring of new staff members
- Participate in daily scheduled activities and projects
- Together with other staff, prepare the facility each morning, clean and organize at end of work day
- Aid in taking in and organizing all incoming donations
- Work with other staff to support the general needs of all programs and seek interdisciplinary opportunities for learning
- Assist with intakes and data entry for p:ear participants, including youth and volunteer attendance for daily open hours and activities such as workshops and field trips happening in and out of p:ear

Application Guidelines / Contact

Please send resume and cover letter to jobs@pearmentor.org with “Communications and Engagement Manager” in the subject line. The job will remain open until full. Email only, no phone calls, please – phone calls will not be returned.

Work Environment

This job operates in an often chaotic, loud environment. This role routinely uses standard (kitchen and) office equipment such as stoves, commercial dishwashers, microwaves, refrigerators, freezers, computers, phones, photocopiers, filing cabinets and fax machines.

Physical Demands

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.

While performing the duties of this job, the employee is regularly required to talk or hear. The employee is frequently required to stand; walk; and reach with hands and arms, and lift items weighing up to 30 lbs.

Travel

Occasional Travel Required

AAP/EEO Statement: It is the policy of p:ear to provide equal employment opportunity (EEO) to all persons regardless of age, color, national origin, citizenship status, physical or mental disability, race (including physical characteristics that are historically associated with race, including but not limited to natural hair, hair texture, hair type and protective hairstyles, religion, creed, gender, sex, sexual orientation, gender identity and/or expression, genetic information, marital status, status with regard to public assistance, veteran status, or any other characteristic protected by federal, state or local

law. In addition, pear will provide reasonable accommodations for qualified individuals with disabilities.

Other Duties

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.