

# EMPLOYMENT OPPORTUNITY

## Center for Families and Children

4500 Euclid Avenue  
Cleveland, OH 44103  
(216) 432-7257 Fax  
[careers@c4fc.org](mailto:careers@c4fc.org) (Email)

Position:	Posting Date:	Work Week:
Communications Manager	February 4, 2005	40 hours

Under the direction of the VP of Resource Development & External Relations, is responsible for marketing, communications, community and public relations duties related to CFC materials, activities, programs and events. In addition, is responsible for supporting fundraising and sponsorship activities that broaden the constituent base of CFC.

### Job Duties & Responsibilities:

Develops marketing & communication plans to promote CFC and all of its programs, events and activities. Works with staff and volunteers to create publicity opportunities for CFC programs and events.

Generates and disseminates information for events and programs both internally and externally in the form of news releases, public service announcements, media alerts, stories, photographs, flyers and brochures. Serves as editor, in collaboration with the Marketing Design Manager, of the internal and external Newsletters and Annual Report.

Writes columns, op-ed pieces, and materials for publication, working closely with President/CEO. Coordinates and manages all marketing and public relations activities for CFC.

Serves as liaison between the public, news organizations/media and CFC and coordinates the use of all CFC materials and facilities by news media and commercial photographers.

Coordinates the planning, production and implementation of CFC materials, i.e., including advertising, media buys, internal/external brochures, flyers, invitations, newsletters and the annual report.

Serves as liaison to public relations officials from other organizations to promote CFC.

Represents CFC at community meetings and functions, as directed by the Director of Resource Development and President/CEO.

Acts as CFC's Volunteer Coordinator in relationship to external volunteer projects, Young Directors

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events and the annual Adopt-a-Family Drive.

Must have a minimum of a Bachelor's Degree with five years of Marketing/Communications experience. Proven media relations and special events experience is preferred.

Must have excellent verbal and written communication skills, including outstanding presentation skills; strong analytical skills; and a broad awareness of community issues, organizations and resources.

Must be able to plan, organize and prioritize multiple projects and to maintain positive relations with a wide variety of people including members of the Board of Trustees, staff, volunteers, government and foundation officials and donors. Involvement in the larger community is desirable.

Proficiency in word processing and desktop publishing is strongly preferred, as well as experience in designing, writing and publishing brochures and annual reports.

Must be a team player who is able to work autonomously; highly resourceful and creative; a strong, enthusiastic, persuasive advocate and leader who is able to command the respect of diverse organizations and effectively motivate individuals to achieve results.

For consideration of this employment opportunity, please forward (internal) Internal Applicant Bid Form, or (external) Resume to the Center for Families and Children Human Resources Department at the above address, or via facsimile to (216) 432-7257 or via email to [careers@c4fc.org](mailto:careers@c4fc.org).