



Job Description

Position Title: Communications Director

Reports To: Chief Executive Officer

The Organization: The Massachusetts Nonprofit Network is the voice of the nonprofit sector in Massachusetts and understands that strong nonprofit organizations build strong communities. MNN is the only statewide organization dedicated to supporting the entire sector through policy, awareness and capacity building strategies. MNN includes over 500 member organizations, representing every part of Massachusetts—from the Berkshires to the Cape.

Job Summary: The Communications Director plays an integral role in promoting the nonprofit sector in Massachusetts, as well as the Massachusetts Nonprofit Network. The Communications Director will develop a strategic communications plan for the organization, and s/he will lead and participate in the execution of that plan.

Essential Job Functions:

Communications Strategy, Vision and Leadership

- Develop and implement an integrated, organization-wide strategic communications plan to broaden awareness of the nonprofit sector and strengthen MNN's brand identity across key stakeholder audiences
- Create a brand/marketing/public relations strategy that will allow MNN executive and board leadership to cultivate and enhance meaningful relationships with targeted, high-level external audiences, including the media, public officials and key influencers
- Identify challenges and emerging issues faced by the sector and organization. Work with the board and staff to recognize internal and external communications opportunities and solutions, and define and execute appropriate strategies to support them
- Build and manage the board Public Awareness committee

Communications Operations:

- Oversee the continued development and use of the MNN brand
- Oversee, or execute as needed, all copy intended for public consumption to ensure its alignment with the strategic communications plan

Oversee, or execute as needed, the development of all print and branded materials

- Oversee, or execute as needed, the development of electronic communications, including MNN's website, bi-weekly electronic newsletter and other electronic communications
- Curate content and increase audience engagement on MNN's social media channels
- Exercise judgment to prioritize media opportunities, and prepare talking points, speeches, presentations and other supporting material as needed
- Serve as lead point person on media interactions that help promote and/or impact the organization and actively cultivate and manage press relationships to ensure coverage of

issues of strategic importance to the sector, as well as MNN's programs, special events, public announcements, and other projects

- Manage relationships with any communications-related vendors or consultants

Team Development/Management

- Recruit and manage a communications support team, relying exclusively on board, intern and volunteer talent, to support the development and execution of the communications strategy
- Promote a culture of high performance and continuous improvement that values learning and a commitment to quality
- Mentor and develop staff using a supportive and collaborative approach on a consistent basis

Qualifications

- Bachelor's Degree
- 5+ years experience in a communications role
- Experience managing and executing across several communications media
- Strong written communication skills, required
- Experience with Microsoft Office Suite, required
- Experience with Adobe Creative Suite, preferred
- Experience with Wordpress and/or HTML, preferred
- Willing to execute day-to-day tasks and work independently
- Capable leader, manager and coach for board, intern or volunteer talent
- Good entrepreneurial work ethic and a desire to "get the job done"
- Willingness to share own ideas, even amongst senior staff and board members
- Ability to prioritize and follow through effectively

This position is salaried, commensurate with experience.

Notice of non-discrimination:

The Massachusetts Nonprofit Network (MNN) is committed to equal opportunity for all persons without regard to sex, age, race, color, religion, creed, national origin, marital status, disability, or sexual orientation, and any other class of individuals protected from discrimination under state or federal law. It is the policy of MNN to comply with all federal, state, and local laws and regulations regarding equal opportunity. In keeping with that policy, MNN is committed to maintaining a work environment that is free of unlawful discrimination and harassment. Accordingly, MNN will not tolerate unlawful discrimination against or harassment of any of our employees or others present at our facilities by anyone, including any supervisor, co-worker, vendor, client, or customer of MNN.

To Apply:

To apply, please submit a resume and brief cover letter to info@massnonprofitnet.org. For questions, please email the MNN staff at info@massnonprofitnet.org. No calls, please.