



Charlottesville Albemarle SPCA
Job Description

Position: Communications Manager
Job Status: Exempt
Reports to: Director of Advancement
Revision Date: 09.23.21

Position Summary

The Communications Manager is responsible for leading media relations and communications strategy and supporting social & digital media and content projects at the Charlottesville-Albemarle SPCA. We are looking for a motivated, results-oriented and entrepreneurial candidate with integrity; a positive, can-do attitude; commitment to animal welfare and excellent written and verbal communications skills. Ability to handle multiple tasks is a must.

Primary Duties and Responsibilities:

- Develop and implement long-term and project-based communications strategies.
- Maintain and strengthen media relations.
- Identify good stories and exercise good storytelling skills.
- Pitch television, radio, print, and online media and secure stories for placement.
- Develop and produce content to engage and educate audiences across various channels, including newsletters, blogs, graphics, website, social media.
- Develop and execute social media activities across multiple channels.
- Oversee the development and maintenance of the Charlottesville-Albemarle SPCA website.
- Develop and execute email programs and strategies through campaigns and actions, including writing appeals and other calls-to-action.
- Research and collect information and data for content and communications strategy.
- Help manage and drive events and campaign rollouts, including developing email invitations, managing invitation lists.
- Organize online events, performing outreach and marketing, creating social sharing toolkits, managing “day of” social media and more.
- Create, proofread and coordinate production of communications materials.
- Other projects as assigned

Skills/Qualifications:

- Team player with a positive can-do attitude, ability to work independently to produce high quality work products, and manage multiple clients and projects.
- 5-7 years of relevant communications experience; traditional media experience is highly preferred.
- Proven experience with communications research and strategy; media relations; developing content for various audiences; digital engagement best practices.
- Bachelor’s degree in marketing, communications, journalism or related field, or applicable work experience.
- Belief in the mission and values of the Charlottesville-Albemarle SPCA.
- Strong knowledge of press and media relations practices.
- Excellent written and oral communication skills.
- Knowledge of and facility with social media platforms.
- Ability and desire to stay plugged into what’s happening in the mass media and popular culture.
- Ability to work collaboratively with co-workers and volunteers.
- Professional, well organized and strong attention to detail.
- Committed to excellence, and eager to constantly learn and grow.
- Highly motivated, and results oriented, able to complete tasks efficiently in a fast-paced environment.
- Flexible and able to work cooperatively under pressure.