



Do you love telling stories about nonprofits and donors impacting our community and have the technical skills to manage all facets of an organization's communications and marketing plan?

The Community Foundation is looking for a new **Communications Associate** to do just that.

Why we are hiring a Communications Associate:

The Community Foundation of the Holland/Zeeland Area (CFHZ) has developed a very clear and positive brand among both local nonprofits and local donors. This has been achieved through high quality and well attended events, engaging stories in our print and electronic publications, strong interest in our work from local media partners and consistent messaging from all staff. One of the key drivers behind this success was our Communications Manager who will soon be taking a new position at one of the largest Community Foundations in the country.

We need someone who can keep our existing communications and marketing efforts strong while also introducing new ideas of how we can tell our story even better and help us reach new audiences.

Overall Purpose of the role:

The Communications Associate has primary responsibility for assuring that all of CFHZ's information, education, promotion, development tools and events communicate the story of the Foundation in a clear, accurate, and compelling manner. The Communications Associate is responsible for planning, implementing, and monitoring all marketing, communication, and public relations of CFHZ. This includes internal and external communications as well as media relations. The Communications Associate works closely with the President/CEO and the Development Committee.

How you would spend your time:

- **30% - Publications:** Serve as project manager on the development, writing and graphic designing of all print marketing and communications materials including newsletters, print advertisements, brochures, annual reports, invitations, programs and other publications.
- **30% - Event Management:** Coordinate the planning and logistics for CFHZ's major social, business, and donor events, including the tracking of RSVPs and sponsorships. We have three major events ranging from 300-600 attendees and 3-5 smaller events annually.
- **30% - General Communications/Marketing:** Work with external and internal audiences in collecting stories, reports, photos, videos and other materials for online or print use. Identify opportunities for media coverage; write press releases and pitch feature stories to local media. Manage all aspects of CFHZ's digital presence (website, social media, e-news). Prepare an annual communications plan and corresponding budget proposal. Coordinate external advertising and internal/external brand.
- **10% - Office Hospitality:** Serve as the backup to our Executive Assistant providing general office hospitality to ensure CFHZ provides a positive and productive environment for guests, particularly those interacting with CFHZ by phone or in-person.

What characteristics/skills you need to be successful in this role:

- Demonstrated proficiency in relevant software programs to include: Adobe (Acrobat, InDesign, Illustrator, Photoshop,) Content Management Systems, Email Marketing



- providers such as Mailchimp/Constant Contact, Microsoft Publisher, Microsoft Word, Microsoft Excel, and Microsoft Power Point
- Expertise in social media and electronic communications.
 - Strong writing and copy editing skills.
 - Project management with the ability to meet deadlines.
 - Ability to generate creative ideas and implement them within the organization.
 - Excellent interpersonal skills and ability to effectively interact with the Board of Trustees, committees, employees, grant seekers, the media, outside professionals, and the community-at-large.
 - Experiences and relationships to help CFHZ connect to new audiences.
 - Must have the ability to manage multiple tasks in an environment with short deadlines while maintaining close attention to detail.
 - Ability to write, design, and produce publications within schedule and budget.
 - Knowledge about and passion for philanthropy and nonprofit organizations.

How you will be compensated:

- Full time 40 hours/week, \$17/hour and applicable overtime pay
- Four weeks paid time off
- Health and dental benefits (CFHZ pays 80% of premiums for both)
- Simple IRA account with 3% employer match
- Individual Professional Development Budget
- Constant sense of fulfillment from spending your days helping the Holland/Zeeland area stay vibrant for generations to come

Why you should work with us:

If you are passionate about using your skills to make a positive impact on the Holland/Zeeland area, this is an amazing opportunity for you. Since we work with such a vast range of local nonprofits and donors, you will be able to write and share a wide variety of impactful stories. Whether the topic is education, the environment, youth, seniors, affordable housing or the arts, there is no shortage of good stories to be told about our local nonprofit partners. This is extremely meaningful and uplifting work: from highlighting local businesses to tell the story about how they give back to the community to telling legacy stories of families establishing funds in memory of loved ones. Working at CFHZ allows you to be involved in just about every community-improvement project and initiative in town.

We are a growing organization with over \$65 million in total assets and a beautiful office in downtown Holland. You would be joining an excellent team that embraces our internal organizational values of Excellence, Communication, Relationships, Hard Work, Integrity and Positivity. We love the work that we do, and it shows. Ask any of our staff, and they'll tell you that there's nothing better than using your talents to help make Holland/Zeeland the best place it can be.

Interested in pursuing this opportunity further?

Send an email to info@cfhz.org by **Wednesday, September 20**. With your email, include a resume, cover letter, 2-3 samples of graphic design work and 2-3 samples of story writing. In your cover letter, specifically address your ability and interest in managing all facets of our communications/marketing work, including our events. All are welcomed and encouraged to apply. CFHZ is an equal opportunity employer.