



**POSITION TITLE:** Director of Communications  
**REPORTS TO:** VP of Development  
**FLSA STANDARD:** Full-time regular, exempt

### **POSITION SUMMARY**

The Director of Communications provides strategic leadership in managing and executing all aspects of communications, including marketing, public relations, branding, and web/digital presence, in support of BRIDGES' mission.

BRIDGES is searching for a self-starter with exceptional written and verbal communications skills. The ideal candidate excels in messaging strategy and expanding audience reach, is results-oriented, and has strong project management and collaboration skills.

The ideal candidate also cares deeply about the mission of BRIDGES and is gifted at gathering and telling stories relating to our work.

BRIDGES strives for a workplace that is diverse and inclusive. We encourage qualified individuals of all backgrounds to apply, including people of color, immigrants, refugees, women, LGBTQ, people with disabilities, and veterans.

The budgeted annual salary for this position is between \$60K and \$70K; however, adjustments may be considered based on a candidate's experience. Subject to meeting eligibility requirements, benefits include: medical, dental, vision, life, short-term and long-term disability insurance; paid vacation and holidays; and 401(k)/retirement plan.

### **ESSENTIAL DUTIES AND RESPONSIBILITIES**

1. In collaboration with youth programs, development, and BRIDGES' management, plan, execute, and evaluate a comprehensive marketing and communications strategy that addresses the needs of the organization in a holistic, integrated manner and leverages all communications channels.  
Communications needs of BRIDGES include:
  - Recruitment to attract youth to Bridge Builders
  - Fundraising/donor development
  - Community at-large/key stakeholders
  - Bridge Builders alumni, current program participants and parents
  - Board of Directors
2. Seek out and create opportunities to elevate youth voices and advocate for youths' inclusion in decision-making spaces organizations across the community.
3. Serve as chief media relations strategist and spokesperson.
4. Manage creation of high-quality, persuasive print and digital materials, including ads, signage, presentations, donor appeals, quarterly print newsletters, annual reports, etc., targeted for specific audiences and consistent with brand standards.

5. Write and edit high volumes of compelling copy that is grammatically correct.
6. Manage BRIDGES' website and social media channels with relevant and timely content.
7. Manage interns (both youth and adult) and part-time staff as needed.
8. Coordinate and oversee any outside freelancers or vendors serving the organization in areas such as web development, internal or external communications, video production, graphic design, copywriting, print production, direct mail, or language translation.
9. Provide crisis communications and internal communication support as directed by the President/CEO.
10. Foster a culture of dynamic and creative storytelling (oral, written, visual) at all levels of the organization.
11. Provide communications and media training for staff, youth and board members as needed.
12. Ensure all communications are consistent with BRIDGES' visual and written brand standards.
13. Triage an ongoing list of marketing/communications needs, consistently focusing on the most important tasks at hand.
14. Other reasonable duties and responsibilities as requested by the VP of Development and/or other authorized staff.

### **EDUCATION/EXPERIENCE REQUIREMENTS & MINIMUM QUALIFICATIONS**

1. BS or BA degree in communications, journalism or communications from an accredited college/university (as identified on the US Department of Education website) preferred.
2. Minimum of five (5) years of communications experience in a dynamic environment with increasing responsibilities.
3. Deep understanding of and experience in media relations—including cultivation, pitching and press release writing—is essential, as well as having a strong working knowledge of multiple marketing disciplines and techniques.
4. Experience in corporate, PR agency and/or nonprofit communications using a broad range of disciplines, including internal communications, media relations, digital/social media, crisis communications and stakeholder communications preferred.
5. Understanding of and ability to interpret digital analytics and to adapt tactics as needed is required.
6. Must have previous experience in public speaking and have the skills necessary to represent BRIDGES in a variety of settings.
7. Demonstrated commitment to youth leadership development and youth-adult equity.
8. High proficiency in Microsoft Word and PowerPoint, Wordpress, and MailChimp is essential. Experience with HTML, Adobe Creative Suite, and/or photography and videography editing software a plus.
9. Ability to work the occasional nights and/or weekends is required. Normal office hours are 8:00 am to 5:00 pm.
10. Requires personal transportation for off-site meetings, etc. Must possess a valid driver's license and show proof of liability insurance coverage as required by the laws of the State of Tennessee and as outlined in the BRIDGES Employee Handbook.

### **ADDITIONAL KNOWLEDGE/ABILITIES**

1. Demonstrated ability to communicate the written and spoken word with tact, diplomacy, and/or authority when necessary.
2. Mastery of BRIDGES' youthful, energetic, and positive "organizational voice."
3. Natural curiosity and proactive approach in seeking out storytelling opportunities.

4. Strong organizational skills and astute attention to detail are essential, as well as the ability to meet ongoing deadlines and prioritize the needs of multiple internal and external “clients.”
5. Highly developed interpersonal skills, emotional intelligence, and collaborative skills, adaptable in diverse teams with varied levels of understanding related to communications.
6. Experience in crisis communications planning and hands-on experience in a variety of actual crisis situations preferred.
7. Experience with direct mail/database marketing helpful.
8. Spanish or other non-English language skills a plus.

**PHYSICAL DEMANDS**

1. Requires ordinary ambulatory skills sufficient to visit departments at the Jim Boyd BRIDGES Center, schools, colleges/universities, donors/potential donors and off-site meetings, events, etc.
2. While performing the duties of this job, the employee is frequently required to sit, talk, hear, see, use hands and fingers and reach with hands and arms.
3. The employee must occasionally lift and/or move up to 25 pounds unassisted.
4. Specific vision abilities required by this job include close vision and the ability to adjust focus.

In compliance with applicable law, reasonable accommodations may be made to enable individuals with disabilities to perform the essential duties of the position.

EOE – M/F – V/H