



Darien Community Association JOB DESCRIPTION

JOB TITLE: Communications Manager

REPORTS TO: Executive Director

STATUS: Part time, 25 hours/week. Potential for hybrid work environment.

HOURLY RATE: \$25-\$30 based on skills and experience

BACKGROUND

The DCA enriches the community in a welcoming, historic setting in four distinct ways:

1. **Activities:** A wide range of programs, classes, events, and groups.
2. **Philanthropy:** The largest provider of college scholarships to Darien High School graduates. The four-acre DCA Bird Sanctuary and Nature Trail, a significant contribution to open space in Darien, is available for the public to enjoy.
3. **DCA Thrift Shop:** The shop provides a much-needed community service and is staffed by enthusiastic volunteers under the supervision of a paid manager.
4. **Beautiful Venue:** The historic DCA Meadowlands home and garden is rented for private or corporate events.

RESPONSIBILITIES

Consumer Communications

- Spearhead all marketing communications for varied DCA programming including concepting, materials creation and execution. This includes but is not limited to communications plan development; writing copy and selecting imagery; creating relevant website content; creating eblasts and maintaining and optimizing subscriber lists; creating and posting social media content to DCA accounts; writing and distributing press releases; designing and printing flyers; creating content to run on the lobby TV screen; creating signage as required, and monitoring event enrollment to determine any additional promotional needs/strategies.
- Work closely with volunteers/committees to design communications plans to support their program or events
- Incorporate DCA messaging
- Photograph events, places, and people where appropriate for use in follow-up marketing materials
- Update website with images and content to keep pages fresh
- Project-manage and create required materials for yearly annual appeal mailing

Public Relations

- Work regularly to get the DCA mentioned in local print and online media
- Create and submit press releases and images, incorporating any PR vehicles specific to the event
- Publish articles directly to online sites (Darien Patch, Ilovefc.com, Suzy Says, etc.) where appropriate
- Proactively look for ways to further promote the DCA, and pursue them

Routine Communication

- Adjust lobby TV screen presentation as required to keep up to date
- Create and distribute weekly eblast highlighting upcoming activities, as well as send standalone blasts as appropriate
- Create/update website material

Branding

- Maintain DCA brand guidelines
- Update information on marketing collateral as needed
- Work with outside design firm to create any new designs/templates

On an as-needed basis, responsibilities include:

- For any special projects, work with vendors for appropriate quotes, and subsequent production
- Meet with VP Programs and Executive Director to develop marketing/positioning plan when new programs are introduced
- Create any signage as required

QUALIFICATIONS

- Strong visual, writing, and conceptual abilities
- Creativity
- Excellent organizational and project management skills
- Attention to detail
- Flexibility
- Enthusiasm about the DCA's nonprofit mission and working with program volunteers and DCA board of directors' members
- Ability to develop strong relationships in the community
- Ability to work as part of a team in a small office environment
- Technology proficiency, including Microsoft Office Suite, Google Suite, Word Press, InDesign, Mail Chimp. Openness to new technology and systems a must.
- Proficiency in Google Analytics, A/B testing, SEO and other data management protocols desirable as a bonus

EQUAL OPPORTUNITY EMPLOYER

The DCA is an equal opportunity employer. All applicants will be considered for employment without attention to race, color, religion, age, sexual orientation, gender identity, national origin, veteran or disability status.

TO APPLY

We are only considering resume and cover letters submissions via email. All cover letters and resumes should be sent to careers@dariendca.org. Resumes will be accepted until the position is filled.

Please visit dariendca.org to learn more about The Darien Community Association.