



Because we're stronger together®

## Position Posting

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| <b>Position Title:</b> | Senior Manager, Communications |
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### Summary:

Generations United's is seeking a Senior Manager, Communications to join our results-oriented team.

### Description:

The Senior Manager is responsible for managing Generations United's communications efforts that include online and traditional media; growing social media presence and online community; writing and gathering stories of intergenerational impact; building working relationships with the media; and positioning Generations United and intergenerational issues positively in the media.

### Essential Functions, Duties, and Responsibilities include:

- Develop annual communications plan that includes all Generations United special events, commemorative days/months, Capitol Hill events, and other visibility projects and lead the plan's implementation
- Field media inquiries on time, route to appropriate spokesperson to best position Generations United in the news, and follow up with reporters until completed
- Compile, edit and deliver weekly "Generations This Week" and quarterly "The GRAND Voice" e-newsletters on schedule
- Develop and maintain targeted media lists with solid knowledge of diverse media outlets and conduct media outreach to position intergenerational issues
- Conduct external interviews and write stories and profiles for Generations United's use
- Produce a variety of promotional materials for Generations United campaigns and activities, including year-end and event recaps
- Lead internal communications meetings, including weekly "What's Happening Meeting" to engage diverse staff perspectives on intergenerational angles to current issues
- Oversee the production and promotion of The Generations United podcast
- Market the impact of Generations United's programs, awards and designations
- Prepare press releases, statements, advisories, and other media materials, including those required by grant-funded deliverables
- Ensure that the Generations United logo, tagline, tone and messaging stays consistent throughout all forms of media
- Apply a diversity, equity and inclusion lens to all aspects of the work including through the use of the Racial Equity Impact Analysis tool
- Other Responsibilities:
  - Proactively monitor media and use suggestions from "What's Happening Meeting" to share relevant articles and Generations United's resources through social media; use internet alerts, search and other tools to monitor mentions for intergenerational news and distribute to staff

- Coordinate, write, or edit blog posts adhering to a regular schedule
- Manage and oversee performance and updates of Generations United’s website and microsites; monitor website traffic performance
- Assist with development of publications, annual reports, and donor communications
- Maintain and ensure adherence to Generations United style guide
- Assist with and participate in special projects and other organization working teams
- Other job duties as assigned

**Knowledge, Skills, and Abilities:**

An individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and ability required.

- Minimum of a Bachelor’s degree in communications, marketing, journalism, public relations, or related fields
- At least five years of professional experience in communications, experience working with nonprofit agencies a bonus
- Excellent writing skills and ability to generate copy under tight deadlines
- High level of motivation, creativity, initiative and resourcefulness
- Ability to lead a team
- Strong interpersonal skills and ability to work effectively under pressure in both a team setting and individually
- Highly organized with the ability to multi-task, meet deadlines attention to detail
- Well versed in Microsoft Office products and tech-savvy
- Social media experience (i.e., Facebook, Twitter, LinkedIn, blogs)
- Strong professional ethics and commitment to Diversity, Equity, and Inclusion (DEI)
- Interest in current events and public policy issues
- Support of Generations United’s mission
- Experience with video and still photography; and graphic design a plus
- Ability to work in the Washington, DC headquarters office is strongly preferred-the office is currently open with remote work flexibility due to the COVID-19 pandemic

**Working Conditions:**

The work environment characteristics and physical demands described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Works in office setting. Interacts with staff, the public, consultants, and outside vendors. May be subjected to interruptions throughout the workday.
- While performing the duties of this job the employee is frequently required to sit, use hands to finger, handle, or feel and talk or hear. The employee is expected to use a handcart, move, or lift items up to 25 pounds. Running errands on foot is occasionally required. The vision requirement includes close vision.

**Equal Employment Opportunity:**

Generations United is committed to equal employment opportunity for all individuals. No employee or applicant for employment shall be discriminated against on the basis of race, color, religion, conscience, national origin, disability, age, and sex (including gender identity, sexual orientation, and pregnancy) and any other personal characteristic protected by federal, state, or local law.

**Classification:** Exempt

**Status:** 100% FTE

**Reports To:** Executive Director

**Salary:** \$65,000 annually with excellent benefits

Interested applicants should send a cover letter and resume to [gu@gu.org](mailto:gu@gu.org) by Wednesday, November 17, 2021.