



Position Title: Communications Director

Department: Volunteer Services

Reports to: April Robison

FLSA Status: Volunteer – 1 year

Revision Date: June 2009

Position Summary: Responsible for creating a local, regional, national and global awareness campaign designed to strengthen the necessary financial resources needed maintain SU’s philosophy and commitment to education, investing and giving. Responsible for overseeing all communications aspects: print, electronic and broadcast media for SU; collaborates with other facets of SU to continuously promote SU to the general public and other non-profit organizations.

<u>ESSENTIAL RESPONSIBILITIES</u> : <i>List the essential job functions. Please limit to 3-5 functions of the position starting with the most important. Also indicate the approximate % of time spent performing each of these functions.</i>	%
<p>1. Communications Responsible for creating local, regional, national and global awareness of SU by writing press releases, fact sheets, promotional brochures and flyers. Responsible for creating, launching and maintaining a quarterly newsletter. Responsible for creating, launching and maintaining a comprehensive communication plan and web-based campaign. Support marketing and fundraising efforts. Create, launch and maintain a public relations program which supports SU’s mission. Leverage both website and social networking channels to promote SU on YouTube, MySpace and Face book. Create, write and maintain an SU Blog that engages alumni students, donors, key and potential Stakeholders.</p>	50%
<p>2. Staff Management Responsible for recruiting, training and evaluating freelance writers, marketing intern and web-developer. Responsible for assigning tasks to freelance writers, marketing intern and web-developer. Manage relationships with volunteer writers, photographers, videographers, contractors, vendors, etc. Responsible for performance management and succession planning.</p>	35%
<p>3. Administrative Manage communications calendar. Responsible for editing content for both web site and newsletter. Responsible for keeping website current and posting newsletter and photos. Track and archive media clips. Perform basic graphic duties as needed. Reviews production clips or video for quality and accuracy.</p>	15%



REPORTING RELATIONSHIPS: Describe the nature of supervision over others. Attach current organization chart including direct (solid line) and functional (dotted line) relationships. Please ensure that it shows incumbent's name and position titles of peers, staff and supervisor. Include employment status: regular/ full-time/part-time employees, temporaries, interns, consultants, etc.

How many full-time, part-time, interns, consultants and other at Affinity Credit Union report directly and indirectly to this job? (Check one from each column.)

#of volunteers reporting to this job?	#of Interns reporting to this job?	#of part-time volunteers reporting to this job?	#of full-time volunteers reporting to this job?	# of Consultants reporting to this position?	# of Vendors reporting to this position?
6-15	1-2	6-15	2	2	2-5

SPAN OF CONTROL/SCOPE: The degree of autonomy and the impact of decisions is measured by "Freedom to Act." **FREEDOM TO ACT** – The extent of personal, procedural or systematic guidance or control.

	Yes
Limited: Subject to explicit instructions covering simple tasks. <i>Example: summer interns; clerical</i>	
Prescribed: Subject to general instructions covering assigned tasks and/or close systematic supervision. <i>Example: coordinator; administrative</i>	
Controlled: Subject to instructions and established work routines and/or supervision and general instruction. Typically managed by "after the fact" review. <i>Example: specialists</i>	
General: Subject to general practices and procedures and/or work instructions and supervision of progress, results and achievements. <i>Example: supervisors; managers</i>	X
Autonomous: Subject to broad practice and/or unchartered solutions influenced by functional precedents and policies. <i>Example: executive, vice president and asst. vice president</i>	

CONTACTS AND INTERACTIONS: Contacts that are cross-functional are believed to increase complexity because they require more diversity of thought and action. The purpose of the interface represents the relative impact of the positions essential responsibilities.

Review the list below of internal and external contacts for those the incumbent regularly and frequently interact with outside your immediate work group. For only those contacts required to perform the major activities of this job, please check the appropriate box(es) and describe the typical purpose of the contact.

Definitions:

- Exchange Information* – give and/or receive information verbally, in writing, or over the phone
- Advise/Consult* – give advice/counsel based on professional background, specialized knowledge, and experience
- Negotiate/Influence* – promote or sell an idea, service, or product to others
- Provides Direction and/or approval* – has the authority to direct the efforts of others and/or approve project deliverables.

Frequency:

- Seldom* – once per month or less
- Occasionally* – on a weekly or monthly basis
- Frequently* – more often than weekly



Internal Contacts:	Exchange	Advise/ Consult	Negotiate/ Influence	Provides Direction/Approval
Board Members	XO	XO	XO	
Executives	XO	XO	XO	
President	XF	XF	XF	
Direct Reports	XF	XF	XF	XF
Peers	XF	XF	XF	XF
Managers	XF	XF	XF	XF
External Contacts:				
Volunteers	XF	XF	XF	XF
Vendors	XO	XO	XO	XO
Consultants	XO	XO	XO	XO
Government agencies	XO	XO	XO	
Legal	XO	XO		
Others				

MINIMUM EDUCATION and/or EXPERIENCE REQUIREMENTS:

- **Bachelor's degree required with 3-5 plus years of related experience or 3 years of additional related work experience in place of a degree. 2 years in a managerial capacity preferred.**
- International Experience advantageous.
- Demonstrated experience working in communications for a fast-paced, multifaceted organization.
- Excellent writing, editorial expertise and communications skills.
- Ability to multi-task and work under pressure.
- Non-profit work preferred.
- Functional knowledge of website management.



COMPETENCIES:

FOUNDATIONAL - All volunteers have the same Foundational Competencies

Service Delivery

- Exhibits an innate desire to help others
- Builds rapport with others
- Understands and responds appropriately to Affiliate's emotional and business needs
- Demonstrates empathetic professionalism in order to gain confidence of others
- Responsive to member (internal & external) issues, project deliverables and emergent situations

Communication

- Communicates effectively both verbally and in writing
- Creates accurate and punctual documentation
- Exercises good listening skills
- Is honest and straightforward when sharing information and ideas

Job Knowledge

- Demonstrates necessary job knowledge
- Possesses necessary technical skills
- Meets performance expectations
- Delivers the Brand Promise

FUNCTIONAL- These competencies are specific to volunteers in Leadership positions at SU.

Leadership skills

- Works collaboratively and delegates effectively
- Able to motivate employees and challenge employees to achieve performance objectives
- Clearly defines roles and responsibilities
- Serves as an effective role model to diverse employees

Managing for Results

- Proactively resolves conflicts
- Keeps team accountable for actions
- Sets goals and objectives that are aligned with the overall strategic direction
- Implements adjustments to meet changing priorities
- Provides resources and support that foster employee growth and development

Demonstrates Judgment/Decision-Making Skills

- Willing to independently make complex decisions that are timely
- Consistently makes high quality decisions
- Takes ownership for individual and team responsibilities
- Treats successes and failures as learning opportunities
- Takes appropriate risks to satisfy members

POSITION SPECIFIC – These competencies are specific to the volunteers role at SU..

Adaptability/Flexibility

- Adapts to change and is open to new ideas
- Takes on new responsibilities and effectively manages associated pressure
- Adjusts plans to meet changing needs
- Makes self available to assist others

Budget/Cost Control

- Plans for and uses resources efficiently while seeking avenues to reduce costs
- Creates accurate and realistic budgets
- Tracks and adjusts budgets
- Contributes to budget planning

Dependability

- Meets commitments and accepts accountability
- Sets personal standards and stays focused under pressure
- Effectively works independently or as team participant
- Meets attendance /punctuality requirements

Integrity/Ethics

- Deals with others in a straightforward and honest manner
- Hold self accountable for actions and maintains confidentiality
- Supports company values
- Effectively conveys positive and negative



Meeting Management

- Holds appropriate number of meetings
- Develops agendas and establishes clear goals for meetings
- Involves appropriate team participants
- Encourages and balances input

MINIMUM QUALIFICATIONS:

- Possess the ability to make recommendations to effectively resolve problems or issues, by using judgment that is consistent with standards, practices, policies, procedures, regulation or government law.
- Possess the ability to multi-task, organize and prioritize work effectively.
- Possess the ability to work under pressure.
- Proficient with all Microsoft PC applications.
- Must exhibit professionalism and maintain confidentiality.



PHYSICAL DEMANDS:

The Physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

WORK ENVIRONMENT:

The work environment is virtual and due to the sensitive nature of your work, you must have access to a home computer. The characteristics described here are representative of those a volunteer encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

This job description is not intended to be an exhaustive list of requirements of the position, and may change at any time with or without notice. All positions require volunteers to perform the duties indicated in addition to other assignments given by the Director of Volunteer Services, the President or as required by the nature of the job.

If you would like to apply for this position, please send resume to April Robinson April@sidewalkuniversity.org with the heading, "SU Volunteer" and the title of the position for which you are applying.