



Position Title: Communications Manager

Minimum Experience: 5-7 years of work experience in organizational communications, social media, marketing, or PR. Nonprofit experience is strongly preferred.

Requested Education: Bachelor's degree or equivalent experience

Type of Position: full-time

Compass Overview: Compass Pro Bono forges lasting ties between local nonprofits and local business professionals to empower thriving, equitable, resilient communities. Compass Pro Bono believes that thriving, equitable, resilient communities are ones in which the local business and local nonprofit sectors are deeply interconnected. We believe that local nonprofits play a critical role in community well-being, and that local business professionals can play a critical role in local nonprofits' success. We envision a world in which nonprofits consistently have access within their own communities to the business strategy resources they need to thrive, and in which business professionals are empowered to seamlessly leverage their business acumen to sustain the nonprofits serving their communities. Our programs include: curated 2, 4, and 8 month pro bono consulting projects, nonprofit board matching and placement, and an annual excellence in nonprofit leadership summit.

Position Overview: Are you hungry to make your mark as the voice of a social impact organization? Are you a social media enthusiast who thrills at driving up follower counts? Do you enjoy designing creative, purpose-driven, high-quality visual content for different audiences? Do you have a track record of, or vision for, writing marketing emails that people actually open and act on? Do you thrive when juggling a variety of projects and when no two workdays are alike? Do you have an obsessive attention to detail? Are you a people person with a can-do, customer-service orientation? Do you want to work with a fantastic team at a high-performing social impact organization? If you're shouting "YES!", then this is the position for you!

Your mission: leverage our communications platforms and tools to increase both volunteer and nonprofit engagement and satisfaction and to drive increased donations

This role is part social media manager, part persuasive writer, part graphic designer, part print and digital collateral creator, part communications strategist, and part website manager.

To be successful in this role, you will: be well-versed in Canva, Sprout Social, Constant Contact, WordPress, Slack, and G-Suite – or comparable platforms and tools; be comfortable with simultaneously juggling multiple detail-oriented projects for multiple internal stakeholders; and be both at ease with, and effective, working in a hybrid work environment.

The position may be based in any of the metro regions Compass currently serves: Washington, DC; Chicago, IL; Minneapolis-St. Paul, MN; or Philadelphia, PA. If in DC, the Communications Manager will work at least 2-3 days per week in-person from the Compass Pro Bono headquarters in Foggy Bottom, and remote the rest of the time. If in one of the other regions, the Communications Manager will primarily work remotely with occasional in-person meetings with other staff in the metro, and will be expected to travel to DC at least twice/year for all-hands retreats. The Communications Manager is expected to provide occasional evening and weekend support for both in-person and virtual events, with notice. The Communications Manager initially will report to Compass Pro Bono's CEO, and will work closely with nearly all staff across the organization.



Responsibilities: The Communications Manager is responsible for executing Compass Pro Bono's day-to-day communications strategy. Detailed responsibilities include:

Collateral Design & Creation

- Design both print and digital marketing collateral (est. 20-50 pieces/year)
- Design both print and digital fundraising collateral (est. 20-50 pieces/year)
- Design the look/feel of both print and digital program materials and collateral (including but not limited to: training decks, info session announcements and decks, and impact reports), and coordinate with program staff on content (est. 20-50 pieces/year)
- Design and produce annual report
- Maintain and enhance the website www.compassprobono.org via WordPress
- Implement a year-round email marketing strategy
- Maintain templates for organizational materials (e.g. letterhead, pitch decks, envelopes, etc...), and develop new templates as needed (est. 10-25 pieces/year)
- Maintain, and ensure consistent adherence to, Compass Pro Bono's style and brand guide

Social Media

- Manage Compass Pro Bono's social media channels (currently LinkedIn, Facebook, X, Instagram). This includes, but is not limited to: connecting and directly interacting on behalf of Compass Pro Bono with nonprofit clients and volunteers as well as thought leaders in our space; posting regular content; updating administrative aspects of pages; responding to interactions with our posts; and following and engaging with relevant thought leaders, competitors, clients, and partners.
- Increase follower counts through effective, engaging content
- Write posts and design visual content for all of Compass' social media channels
- Stay current on, and apply, industry best practices to Compass' use of social media
- Create and provide quarterly reports on Compass' social media analytics and engagement
- Work closely with program staff to develop strategies for optimizing social media engagement among Compass volunteers
- Maintain consistent adherence to, and evolve, Compass Pro Bono's social media strategy

Qualifications:

- Demonstrated expertise in creating effective, persuasive graphic design and social media for social impact causes or organizations
- Demonstrated obsessive attention to detail
- Self-starter with proven ability to stay on top of multiple requests and deadlines while working remotely
- Growth mindset and an eagerness to learn/adapt to various technology platforms and services
- Proactive problem-solver with the drive to take initiative and the judgment to know when to ask for guidance and support
- Ability to communicate clearly and concisely in writing, visually, and verbally
- Ability to communicate clearly and concisely in English, both in writing and verbally
- A can-do, customer service orientation
- Proven excellent judgment and discretion with handling sensitive or confidential information



- Ability to switch tasks efficiently while juggling multiple requests and deadlines
- Experience working in a nonprofit or social impact organization strongly preferred
- Experience with G-Suite, Slack, Sprout Social, Salesforce, WordPress, and Canva strongly preferred

Compensation

Starting salary for this full-time role is \$55,000-\$70,000, depending on experience. Compass's current benefits include: schedule flexibility; a generous paid leave package that includes flexible PTO, several mental health days and at least one week/year during which the entire organization closes so that all employees can enjoy a true mental health break; medical, dental and vision benefits; a 401K plan with a 1% employer contribution; and employer-funded short- and long-term disability insurance.

Compass Diversity, Equity and Inclusion Statement

At Compass, a diverse, inclusive, and equitable workplace is one where all employees and volunteers, whatever their gender, race, ethnicity, national origin, age, sexual orientation or identity, or disability, feel valued and respected. We are committed to a nondiscriminatory culture and provide equal opportunity for employment and advancement. We respect and value diverse life experiences and heritages and are committed to maintaining an inclusive environment with equitable treatment for all.

To Apply: Send a resume AND cover letter explaining why you're interested in, and a good fit for, this particular position to jobs@compassprobono.org