



www.immunizecolorado.org

Communications Manager Job Description

Immunize Colorado is a nonprofit 501(c)(3) organization dedicated to elevating the essential role vaccines play in preventing illness and promoting health for all of Colorado.

Our Mission: Immunize Colorado works to protect Colorado families, schools, and communities from vaccine-preventable diseases.

We achieve our mission through six core program areas: public policy, provider education, community outreach and awareness, data translation and action, free- and low-cost immunization services, and coalition building.

Position:

Communications Manager

Full-time; Exempt (40 hours per week)

Supervisor: Communications Director

Supervision: None

Salary: \$45,000 – \$55,000 (commensurate with experience)

Eligible for Benefits: Yes

Minimum Required Skills and Qualifications:

- B.A. or B.S. in communications, journalism, or a related field with a minimum of 3 years communications experience, preferably in a health-oriented field
- Experience in media relations, marketing and/or public relations
- Excellent research, verbal, and written communication skills
- Proficiency in Microsoft Office suite, website content management systems (CMS), client relationship management systems (CRM), and Adobe InDesign or Illustrator
- Excellent skills in and knowledge of social media platforms, including best practices and emerging technology
- Experience in event management
- Experience developing and implementing communications strategies
- Knowledge of desktop publishing and/or various digital technology, communications tools/software, and design/editing software; graphic design experience is a plus
- Flexibility to work across program areas with evolving priorities and ability to prioritize time-sensitive tasks
- Self-starter, able to work independently while employing a highly collaborative style; enjoys creating and implementing new initiatives

- Must pass criminal background check, drug-screening test and provide documentation of some required immunizations
- Must be dedicated to improving Colorado's health through vaccination

Position Overview:

Reporting to and working closely alongside the Communications Director, the Communications Manager will support the organization's communications and outreach efforts, including the development and coordination of written and graphic content and overall communications support for our programs to engage and grow our organization's impact. This is an exciting opportunity to work alongside a passionate team within a small yet influential public-health focused nonprofit on a variety of initiatives to better protect children and communities from vaccine-preventable disease. The Communications Manager will be responsible for the following:

- Contribute to the writing, editing, production and distribution of all print and online news and information publications, including monthly e-newsletter, media releases, fact sheets, clinical updates, calls to action, event communication, and other documents that describe Immunize Colorado's initiatives, events, programs and resources
- Work with Communications Director to maintain, regularly audit and update Immunize Colorado websites
- Work with Communications Director to manage Immunize Colorado's Team Vaccine blog, including brainstorming pertinent post topics, coordinating monthly postings, researching potential contributors, and contributing postings regularly
- Create system for tracking, analyzing, and reporting data to measure results for online communication efforts
- Identify and coordinate online and in-person opportunities to engage community members through special events and relevant observances
- Coordinate community-led grassroots advocacy activities
- Explore innovative ways to reach Colorado parents and families with pro-vaccine public health messages and education
- Assist in consumer research implementation and analysis
- Assist Communications Director in fielding media requests and proactively pitching stories to members of the media
- Coordinate the production and dissemination of print materials and collateral for education and administrative purposes
- Work with Program Manager to coordinate outreach event opportunities
- Work with Program Manager to manage Immunize Colorado's volunteer program, including coordinating program communications and recruiting volunteers for outreach events
- Support fundraising and donor retention activities as needed; coordinate fundraising-related administrative duties, including but not limited to correspondence, donor data entry, light bookkeeping, and donor recognition
- Maintain a strong understanding of the issue of immunization; transform complex topics into targeted, user-friendly messages

To Apply:

Please send cover letter, resume, three professional references, and three writing samples to Emily Clancy at Emily.Clancy@childrenscolorado.org. Interviews will be held on a rolling basis until the desired candidate is secured.