

**Position Title:** Communications Director  
**Report To:** Strategic Engagement Director  
**Compensation:** \$65,000-\$70,000 (commensurate with experience), FTE, benefits, salaried-exempt

**Summary:**

WayForward Resources brings our community together to create food and housing security through action and advocacy, primarily in the West Madison, Middleton and Cross Plains areas. The Communications Director creates and executes a communications and marketing strategy that promotes WayForward's mission and aligns with WayForward's brand. The Communications Director seeks to educate and inform the community about food and housing issues, works with the development team to solicit and cultivate donors and consults with the program team to ensure brand consistency across all communications.

**Job Responsibilities:**

The Communications Director will:

**Create and manage WayForward communications, with an emphasis on donor communications.**

- Develop a strategic communications and marketing strategy around WayForward's mission and values that integrates our emphasis on action and advocacy while adhering to WayForward's brand and keeping communications organized and timely.
- Work collaboratively and creatively with WayForward's leadership and development teams to develop overall communication priorities.
- Manage the creation of all public facing communications including but not limited to appeals, print and email newsletters, thank you letters, annual reports, impact statements, event materials, business engagement papers and other collateral material for stewarding donors.
- Track communication and donor metrics to determine success and finetune strategy.
- Play a leading role in tracking impact measurements and integrating them into WayForward's communications.
- Provide oversight to a new, part-time digital marketing staff position that will be in charge of website and social media content as well as other materials as needed.
- Serve as a resource for client and volunteer communications, keeping communications unified and on brand. Work with the program team to develop materials including brochures and flyers for potential clients and community partners who serve potential clients.

**Work with the Strategic Engagement Director to design and execute community outreach and advocacy strategy.**

- Actively pitch relevant stories and content to the media.
- Track local and national news related to food and housing security to share with staff and with the community.
- Represent the organization in the community by attending and presenting at events as opportunities arise.
- Lead the preparation of presentation materials and content for interviews and presentations.
- Help design and execute strategy to grow relationships with political and other community stakeholders.

**Qualifications:**

We are seeking candidates who think **strategically** and **creatively**, and who have **strong writing, visual, and project management skills**. An ideal candidate will:

- Have excellent writing skills and have experience communicating with a range of audiences.

- Have knowledge of best practices for writing and publishing on different digital platforms.
- Have a basic proficiency in graphic design, with the ability to creatively manage outsourced graphic design projects to brand standards.
- Be a creative and strategic thinker with good judgment and ability to make independent decisions in a changing environment.
- Be willing to engage in personal and professional work around cultural competency and knowledge of racial justice and community centric fundraising values.
- Take initiative, recognize barriers and be proactive in implementing solutions.
- Work collaboratively with all constituent groups, including staff, board members, volunteers, donors, program participants, and other supporters.
- Have experience using and mastering a variety of types of technology based tools, including basic experience with adobe suite projects, and intermediate experience with Microsoft tools such as word and excel. Must also have the ability and curiosity to learn independently.
- Represent WayForward's values when interacting in the community.
- Be able to navigate a fast-paced work environment, set strategic priorities, balance several projects at once and meet critical deadlines, while creating and following processes that keeps workflow organized and efficient.
- Experience in donor communications is preferred but not required.

To perform this job successfully, an individual must be able to perform each job responsibility satisfactorily. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

**Staff Core Competencies:**

At WayForward, no matter the role, we all are stewards of community resources, using them to best serve clients towards our mission and vision. To do this, we bring community members, both donors and volunteers, together to create a lasting impact. The Communications Director is an integral part of WayForward's team and all staff must demonstrate specific core competencies.

**Working Conditions:**

Physical Requirements: Mostly sedentary work, exerting up to 25 lbs. of force occasionally or a negligible amount frequently. Occasional evening and weekend work is required.

Note: The purpose of this document is to describe the general nature and level of work performed by personnel so classified; it is not intended to serve as an inclusive list of all responsibilities associated with this position.