



## JOB DESCRIPTION

**JOB TITLE:** Communications Manager  
**DEPARTMENT:** Communications  
**REPORTS TO:** President & Chief Executive Officer  
**FLSA STATUS:** **Non-Exempt**

### **General Statement of Duties**

Breathe Southern California (Breathe SoCal) is a 501c3 nonprofit organization dedicated to promoting lung health and clean air across Southern California. Breathe SoCal achieves these goals by conducting educational programs, implementing advocacy campaigns, conducting and funding research, and highlighting clean technology solutions. Programs are multi-cultural, multi-lingual, multi-disciplined, and tailored to diverse communities, ages, and cultural backgrounds.

Breathe SoCal is looking for a deeply committed, dynamic, and innovative Communications Manager to join our team. This individual will work closely with the CEO to develop and implement comprehensive communications strategies to build awareness of Breathe SoCal and its affiliated groups through their work, activities, and events. The ideal candidate for this position is an individual who is highly organized, detail-oriented, and a self-starter who also works well collaboratively. Projects include nonprofit and program brand initiatives, advocacy campaigns, executive communications, op-ed writing and pitching, writing annual reports and event materials, and executive personal branding and content strategy.

### **Essential Duties and Responsibilities:**

The Communications Manager will be responsible for:

- **Management:** Leading the communications team which includes a Communications Associate and several interns. Managing staff, interns, vendors, contractors, and projects as assigned. Developing a communications budget and staying within the approved budget. Working well with contractors and vendors.
- **Strategy:** Developing and implementing a comprehensive and cohesive communications strategy and budget for Breathe SoCal, its programs and affiliated groups; craft and implement media strategies for advocacy campaigns.
- **Strategic:** Strategic and goal-oriented (rather than task-based). Always looking to see whether the task is part of a larger strategy, rather than an end in and of itself. Ability to conceptualize and execute communications plans, including plans with heavy digital components; monitor, analyze, and report web metrics on a quarterly basis via Google Analytics and implement strategies to increase website visibility among our audiences.
- **Social Media:** Working with the Communications Associate and interns to develop

original social media content, manage posts, communicate with followers, implement strategies to grow our following, and manage outreach efforts to social media influencers. Developing a social media calendar that takes into account internal and external posts and coordinating our communications as well as our commitment to implement grant requirements. Working with the Communications Associate with the flow/creation and approval of posts.

- **Websites:** Manage Breathe SoCal's online presence. Oversee development of original website content and ensure that our websites are kept up to date. Monitor, analyze, and report web metrics on a quarterly basis via Google Analytics and implement strategies to increase website visibility among our audiences. Create and produce video content for websites and social media. Lead development of a new digital magazine.
- **PR & Media Relations:** Crafting and pitching story ideas to journalists; writing and submitting op-eds; building relationships with journalists, editorial writers, and influencers; scheduling editorial board meetings on issues; planning media events, Updating and managing media lists with a particular focus on publications and journalists covering health, the environment, public policy/politics, seniors, and Southern California (from Santa Barbara to San Diego).
- **Brand Management:** Develop and implement strategies to build up our brand and our influence, and well as implementing an executive personal branding and content strategy for our CEO.
- **Writing:** Write and edit newsletters, press releases, op-eds, brochures, annual reports, website content, member communications, executive communications, and other collateral material. Edit written materials for other departments. Write media advisories, press releases, talking points, op-eds, quotes, blog posts, e-newsletters, and press statements.
- **Digital and Website Content:** Create engaging and succinct digital and website copy. Analyze and evaluate social media campaigns and strategies. Monitor trends in social media.
- **Public and Media Relations skills:** Pitch story ideas and provide information to generate supportive media coverage; respond to inquiries from print, radio, and television journalists; develop and maintain media lists; build relationships with national and local reporters on a variety of health and environmental topics related to lung health and clean air.

#### **Required Qualifications:**

- 5-7 years of corporate communications, employer brand and/or marketing experience.
- Bachelor's degree in Marketing, Communications or other relevant field.
- Flawless attention to detail, a team player, and creative thinker.
- Knowledge of Microsoft Word and Google Docs and proficient in Word & Excel.
- Ability to perform several tasks concurrently.
- Ability to conduct project-based research independently.
- Must enjoy working with people and have the ability to work well individually, on cross-functional teams and in collaborative partnerships with other community agencies and organizations.
- Strong people skills and emotional intelligence. Relates well to all kinds of people, builds

rapport and effective relationships, defuses high-tension situations comfortably, motivates colleagues.

- Experience managing others. Comfortable managing up and sideways to gain alignment and move projects forward. Comfortable providing guidance and mentorship to junior staff and interns.
- Creative, flexible, open, and willing to experiment and innovate.
- Strong communication and writing skills in English and Spanish. (Must be fluent in reading, writing, and speaking Spanish), with a demonstrated ability to distill complicated issues into clear, persuasive messaging
- Self-starter that works well independently and needs little guidance once given initial direction.
- A collaborative team-player who can drive projects forward from development to execution.
- Experience successfully pitching and placing stories and op-eds in major media publications.
- Experience with social media management platforms and website management.
- Experience creating engaging digital content and website copy.
- Understanding of Search Engine Optimization and knowledge of benchmark metrics to measure the results of social media programs and report on effectiveness of campaigns.

**Desired Experience:**

- Experience with Salsa Labs advocacy platforms
- Experience with Adobe Photoshop/Illustrator
- WordPress/Tumblr blog experience preferred
- Experience with political and/or public affairs campaigns
- Knowledge and experience with digital analytics and social listening tools, measuring campaign ROI and metrics to support overall influencer strategy
- Experience working for a nonprofit
- Community organizing and related experience working with hard-to-reach populations
- Knowledge and interest in health care and/or environmental policy.

Candidates must have the motivation and ability to utilize the above skills in the development and implementation of Breathe SoCal's programs. Candidates must adhere to Breathe SoCal's policies and procedures consistent with the mission, vision, and value statement. This job description reflects management's assignments of essential functions. It does not prescribe or restrict responsibilities that may be assigned.

**Salary DOE:** Competitive compensation and benefits depending on experience. EOE. Valid work authorization (i.e. Proof of Citizenship or lawful permanent resident or valid work permit issued by U.S. Citizenship and Immigration Services) is required. To apply, send cover letter and resume to [info@breathesocal.org](mailto:info@breathesocal.org). Applicants **MUST** include personalized cover letter and a writing sample or else you will not be considered for this position. You may save and submit your cover letter, resume and writing sample as one document if that is easiest.