

## Communications Manager

Madison Park Development Corporation (MPDC) is a 55-year old community development corporation (CDC) that primarily serves the Roxbury neighborhood of Boston. Our mission is to foster a vibrant, healthy Roxbury neighborhood that supports the well-being and advancement of the community. As a leading developer in the community-based non-profit sector we have developed and preserved 1,400 units of quality, mixed-income housing, commercial space and 2 community facilities. We also offer a robust array of community action programs that include resident leadership and engagement, youth development, health equity and wellness, financial literacy, and arts and culture programming. The organization currently employs over 30 full time staff members.

The Communications Manager has responsibility for three key areas at MPDC:

- Public and External Partner Relations
- Marketing, Communications & Branding
- Virtual & Public/Outward Facing Events

The Communications Manager is responsible for coordinating all external communications (including newsletters, Eblast emails, communications to constituents (i.e., fundraising appeals, event announcements, etc.), print & digital marketing design and campaigns (including website & social networks), and all outward facing virtual & public events across the entire MPDC organization. MPDC departments supported included Resource Development, Community Action, Real Estate, Hibernian Hall, The Dewitt Center, and MPDC in general. The Communications Manager works closely with program directors to support and maintain MPDC's public image, consistent branding and valued relationships.

Reports to: Deputy Director  
Status: Full time, Exempt  
Location: Roxbury, MA  
Salary Range: \$65,000 - \$75,000

### Responsibilities:

- Manage highly visible external events & activities
- Manage, implement a year-round public relations strategy that compellingly articulates the mission, work, and impact of MPDC to our residents, community partners, media, donors, and other external stakeholders.
- Coordinate the creation and distribution of vibrant monthly newsletter including obtaining content & visuals from staff.
- Coordinate all external e-blast/email communications to MPDC subscriber list, including all Resource Development, Dewitt & Hibernian Hall communications (*performance announcements, annual appeals, major donor communications, etc.*).
- Provide monthly reports on Communications activities through data analysis and summary of public relations to board members and senior staff.
- Create and maintain key relationships with media, proactively pitch stories to media outlets (press releases, op-eds, etc.), and handle all requests for interviews, media appearances and public statements from MPDC staff & board.

- Support special projects, programs, and organizational initiatives under the direction of the CEO.
- Coordinate budget, workplans, and direct supervision of all communications related vendors and consultants.
- Manage the execution of MPDC's visibility through our website, digital marketing, social media platforms, including expanding audience and engagement.
- Implement staff input to continually update & enhance content & graphic design on MPDC's digital & print materials, ensuring they always contains accurate, current, and engaging content.
- Manage branding and digital & print collateral for program events and fundraising campaigns.
- Supervise and direct the work of a part time Marketing Assistant
- Coordinate and fully execute all MPDC organizational virtual & public events while managing staff to execute their event vision, goals, and outcomes.
- Maintain policies and procedures for external organizational event invitations, planning and external event presence, event tabling, etc.

**Qualifications:**

- 3-5 years of experience in Communications
- Highly collaborative style; experience developing and implementing communications strategies
- Must be proficient in HTML and using WordPress
- Must demonstrate a proficiency in Canva, HootSuite and all social media platforms
- Excellent writing/editing and verbal communication skills; knows how to craft and tell stories
- High energy, maturity, and leadership with the ability to serve as a unifying force and to position communications discussions at both the strategic and tactical levels
- Sincere commitment to work collaboratively with all constituent groups, including staff, board members, volunteers, donors, community partners, and other supporters
- Self-starter, able to work independently, and entrepreneurial; enjoys creating and implementing new initiatives
- Experience developing and managing budgets.
- Experience selecting and managing outside vendors and consultants
- Ability to work under pressure and manage multiple projects at once
- Experience developing communications plan that makes best use of limited resources to achieve goals

**Benefits:**

This is a full-time, salaried exempt position with an excellent benefit package including four weeks paid vacation; paid holidays; generous cost sharing for medical insurance, 401k plan with generous match, and much more! COVID vaccination or medical exemption process is required. MPDC staff members are reporting to work at our Roxbury, MA office, with telecommuting options available for hybrid work. Please submit a resume and cover letter to [HR@madison-park.org](mailto:HR@madison-park.org)

Visit our website at [www.madison-park.org](http://www.madison-park.org) for more information about MPDC.