

Communications Manager

Madison Park Development Corporation (MPDC) is looking for a dedicated, hardworking and highly competent Communications Manager to join our team. The Communications Manager has primary responsibility supporting all internal and external communications, print and digital marketing, social media, website marketing, event marketing, public relations and related activities across the entire organization. This full-time position reports to the Vice President of Programs.

Primary Responsibilities:

- Design and execute a year-round communications strategy that articulates the mission, work, and impact of MPDC to our residents, community partners, donors and other external stakeholders.
- Develop knowledge about issues around affordable housing, and other related topics along with MPDC's work and impact.
- Support the daily execution of MPDC's visibility through our website, e-marketing, social media platforms and public relations efforts.
- Manage MPDC's social media platforms, regularly posting and engaging to grow our audience.
- Work with staff to continually refresh the content and improve the visual presentation on MPDC's website, ensuring the site always contains accurate, current and engaging content.
- Plan, write and edit all content for e-newsletters and e-blasts and public relations/media outreach efforts (press releases, pitches, media plans).
- Create key relationships with media, proactively pitch stories to media outlets and handle requests for interviews, statements, etc.
- Manage relationships with key vendors for videography, photography, graphic design, web design, and printing.
- Provide monthly reports on communications activities through data analysis to board members and senior staff.
- Support development event communications, including event branding and collateral material for annual and special fundraising campaigns.
- Attend, participate and support organization events, as necessary.
- Support special projects, programs and organizational initiatives under the direction of the Vice President of Programs.
- Test and analyze the effectiveness of communications activities.

Qualifications:

- Bachelor's Degree in Marketing, Communications, or other related field, along with 3-5 years of experience in a PR or Communications role.
- Proficient in HTML, with web content management experience using WordPress.
- Proficient in Adobe Creative Suite (Photoshop and InDesign).
- Experience with Hootsuite and social media platforms.
- Excellent writing/editing and verbal communication skills; knows how to craft and tell stories.
- Experience managing outside vendors and consultants.
- Ability to work under pressure and manage multiple projects at once.

Salary Range:

- \$60k - \$70k depending on experience.

About Us:

Founded in 1966, Madison Park Development Corporation's mission is to foster a vibrant, healthy Roxbury neighborhood that supports the well-being and advancement of the community. Our multifaceted approach to community building is realized through three departments: 1) real estate development, which produces and preserves affordable housing for low income families; 2) community action, which builds community cohesion through health and wellness initiatives, violence prevention, civic engagement

and resident leadership; and, 3) Hibernian Hall, our arts and culture department, which nurtures the arts in Roxbury by presenting high quality theater, dance, music, film and spoken word.

Visit our website at www.madison-park.org for more information.

How To Apply:

<http://ejob.bz/ATS/jb.do?reqGK=27068213>

Madison Park Development Corporation is an equal opportunity employer and all qualified applicants will receive consideration for employment without regard to race, color, religion, sex, national origin, disability status, protected veteran status, or any other characteristic protected by law. Roxbury residents, people of color and women are encouraged to apply.