



Job Description

Position: Communications Manager

Agency: Prevent Child Abuse California

Date: 3/1/2025

Reports to: Policy Director

Supervisory Responsibilities: None

Classification: Exempt

Organizational Description

The Child Abuse Prevention Center (CAP Center), founded in 1977, is a leading statewide and local training, research, and resource organization dedicated to protecting children, strengthening families, and building healthy communities through core strategies of advocacy, education, network development, and community capacity-building. The CAP Center is unique in that it started as the local Child Abuse Prevention Council of Sacramento, and maintains that role, but for the last sixteen years has expanded to advocate for policy, implement programs and build partnerships statewide, as Prevent Child Abuse California (PCACA, the state affiliate for Prevent Child Abuse America). The CAP Center's mission is to Prevent Child Abuse and Neglect. The vision is that all children are safe and nurtured by their families and community. The Center's values are Leadership, Collaboration, Impact, and Equity.

Position Summary

Under the supervision of the CAP Center Policy Director and in coordination with the Chief Executive Officer (CEO), Chief Program Officer (CPO), and program leadership, the Communications Manager is responsible for developing and executing strategic communication plans across various channels to promote the organization's mission, raise awareness, engage stakeholders like donors and volunteers, and manage public perception by creating compelling content, overseeing media relations, and managing digital platforms like the website and social media, all while aligning with the CAP Center's values and goals.

Essential Duties and Responsibilities

1. (40%) Organizational Communications

- Facilitate the development and implementation of a strategic communications plan for CFRA, Strategies TA, and CVCA.
- Craft comprehensive communication strategies aligned with the organization's mission, including goals, target audiences, key messages, and communication channels.
- Manage the design, infrastructure, and maintenance of the CAP Center website.
- Oversee website content updates, ensuring accuracy and user-friendliness
- Oversee and support consistent branding standards throughout the organization.
- Develop and manage social media strategies, formats, content, and calendars across platforms to increase engagement and reach new audiences.
- Write and edit various communication materials such as press releases, newsletters, website content, blog posts, social media updates, and donor appeals
- Assist the CEO with media inquiries, pitch stories to journalists, and maintain positive relationships with media outlets.
- Procure as needed and oversee the work of communications & marketing contractors.
- Develop and produce CAP Center/PCACA internal and external newsletters.

- Develop audience- and initiative-specific strategic communications to expand and deepen member and program participation and engagement, based on program goals, event schedules, and external-facing initiatives.
- Coordinate events, press conferences, and other outreach initiatives to build brand awareness.
- Track key performance indicators to measure the effectiveness of communication campaigns and make data-driven adjustments.
- Attend webinars and trainings relevant to communication strategies.
- Write and edit compelling content for communications, materials, and web sites, and support team members and partners to develop and provide stories and content.
- Research, monitor, and share external organizations whose work and events are of interest to CAP Center programs as well as family resource centers in our networks and those involved in prevention policies and activities.

2. (30%) Program Communications

- Provide guidance and tools for program-specific branding, messaging, and communications to market program services and goals and inform constituents.
- Develop and provide hands-on support for implementation of communications processes, calendars, and routines for each program.
- Create and train program managers and staff on templates to implement and sustain communications strategies.
- Train program managers and staff and network members in effective messaging and communications strategies.
- In collaboration with project managers and coordinators, develop and/or revise branding themes specific to program initiatives and audiences.
- Support consistent branding and messaging within each program.
- Design graphics, flyers, and infographics to promote and illustrate content.

3. (20%) Public Awareness

- Develop, support, and execute public awareness campaigns as identified by CAP Center leadership, Prevent Child Abuse America (PCAA), CFRA memberships, and identified policy advocacy alliances.
- Lead the execution of CAP Center Child Abuse Prevention Month activities, such as Wear Blue Day, Pinwheel Campaigns, and other initiatives.
- Support Child Abuse Prevention Month Activities, leading CAP Month communications & marketing efforts, in collaboration with the California Office of Child Abuse Prevention and other planning partners.
- Facilitate strategic application of messaging and branding resources provided by PCAA.
- In collaboration with Policy Director, produce messaging content and strategies pursuant to the policy advocacy objectives of the CAP Center, California Family Resource Association, and priority policy coalitions.
- In coordination with CAP Center CEO and CPO, develop advocacy messaging and strategies in support of AmeriCorps, California Volunteers, VOICES for Public Service, and other public services alliances.

4. (5%) Internal/External Collaboration

- Work collaboratively and maintain positive working relationships with external partners, to ensure successful achievement of communications, marketing, and branding.

- Work collaboratively and maintain positive working relationships with other CAP Center teams, providing support as needed.
- As requested, participate in meetings, convenings, and networking events to promote positive relationships with social service agencies and community-based organizations.
- Attend and actively participate in partner meetings, external/internal CAP Center meetings and committees by providing knowledge and expertise as necessary.
- Participate in the CAP Center's program and collaborative team activities, work groups, and other areas of shared work.

5. (5%) Other Duties

- Participate in and support CAP Center strategic planning, program development, grant writing, coordination and collaborative activities, and special events
- Acquire and enhance knowledge of family-strengthening child abuse prevention, strategic planning, latest research, emerging trends, and best practices through reading, trainings, research, conferences, and participation on committees as appropriate.
- Support grant proposal writing in collaboration with other CAP Center staff to foundations, federal, state, and local public agencies, and others identified.
- Assist with special CAP Center projects including, but not limited to, program reports, press releases, assembly of documents, summits, regional gatherings, special events, meetings and other in-person or virtual events.
- Attend conferences and conduct outreach to promote the CAP Center programs.
- Attend and participate in external and internal meetings and committees as needed.
- Perform other duties as assigned.

Minimum Qualifications

Education and Experience

- Five or more years of communications, marketing, and/or graphic design experience.
- At least two years' experience in a supervisory or project management role in nonprofit communications.
- Bachelor's degree in communication, marketing, or a related field, or equivalent in additional experience. Master's or equivalent in post-Bachelor's experience preferred.
- Passion for advancing equity and well-being for children, families, and communities.
- Proven experience in developing and executing successful communication strategies.
- Experience working with social services programs and/or social policy communications preferred.
- Demonstrated project management knowledge and effectiveness, including time management, goal-setting, multitasking, prioritization, and execution.
- Experience working with tools such as Canva, MailChimp, and WordPress

General Knowledge

- Excellent interpersonal, written, and oral communications skills in English.
- Excellent writing, editing, and proofreading skills.
- Excellent critical thinking and problem-solving skills.
- Ability to work in a culturally affirming manner and be culturally responsive with individuals and teams of diverse economic, social, educational, and cultural backgrounds
- Ability to effectively coordinate and facilitate meetings.

- Ability to maintain a professional and confidential work environment.
- Ability to operate office equipment such as postage meter, copy machine, etc.

Organizational Ability

- Skill in organizing resources and establishing priorities.
- Excellent organizational and administrative skills and ability to organize, manage, establish priorities, and complete multiple tasks in an efficient manner, which may require short completion times and competing deadlines.
- Project management, including the setting of goals, objectives, and timelines and processes for accountability.
- Ability to work in a fast-paced environment and to adapt easily to change.
- Ability to be a self-starter.
- Strong attention to detail.
- Ability to develop and maintain planning and record keeping systems and procedures.
- Ability to operate office equipment such as fax machine, postage meter, copy machine, etc.
- Proficiency in the use of MS Office Suite (Word, Outlook, PowerPoint and Excel), web navigation. techniques, and database management.

Communication and Relationship Skills

- Demonstrated commitment to equity and cultural responsiveness.
- Ability to establish and maintain good working relationships, both internally and externally.
- Ability to express and advocate for concerns frankly and constructively in service of shared goals.
- Coaching and training abilities.
- Ability to support a team positively and professionally and to work effectively in a strength-based manner, including asking for, receiving, and offering, support when needed.
- Recognition of the need for self-care in effectively managing work duties.
- Ability to work with highly emotional topics and confidential information with care and professionalism.

Analytical Skills

- Problem identification and resolution skills.
- Ability to collaborate effectively to provide timely and effective problem resolutions.
- Ability to develop, plan, and implement short, mid, and long range goals.
- Basic mathematics including addition, subtraction, division, and multiplication.

Physical/Psychological Requirements

- Must be able to report to work on a regular and reliable basis.
- Able to lift, carry, push, and pull up to 20 pounds.
- Able to deal with stressful situations.

Other Qualifications

- Must be available to work a flexible schedule, which may include day, evening, night, and/or weekend hours.
- Must be available for periodic travel within California and elsewhere in the

United States.

- Must possess a valid California Driver's License, a reliable automobile and auto insurance.
- Must pass a Criminal History check consisting of DOJ and FBI checks, a search of the National Sex Offender Public Registry Website (NSOPW) as well as TrueScreen and Field Print.

Acknowledge:

Employee _____

Date _____

Policy Director _____

Date _____

Chief Program Officer _____

Date _____

Human Resources Manager _____

Date _____

President and CEO _____

Date _____