



## Communication Manager

### *Job Description*

**Job Classification:** Exempt, Full-time

**Work Schedule:** As negotiated

**Reporting Relationship:** Director of Marketing

#### **Primary Accountabilities:**

The Communications Manager plays a key role in supporting Capper Foundation's brand visibility and messaging, communications efforts, and promotional strategies across multiple channels. This role collaborates closely with the Director of Marketing, Sr. Director of Development, President/CEO and the Community Engagement Manager to ensure cohesive messaging and timely promotion of Capper's services, initiatives, events and raising charitable support for the organization.

#### **Key Responsibilities:**

- **Website & Digital Content Management**

Collaborates with the Director of Marketing to maintain and enhance the Capper Foundation website in alignment with corporate branding and content guidelines. Updates website content regularly and helps plan and curate messaging for digital platforms, including email and social media, to promote Capper services and overall marketing strategies.

- **Content Creation & Production**

Assists in producing communication materials for both internal and external audiences, including newsletters, direct mail, program brochures, social media content, advertisements, and media releases. Supports visual documentation efforts through photography and video production for Capper events and programs. Assists with internal printing and mailing services for the organization including the operation of production grade digital printers, finishing equipment, envelope and postage printers.

- **Media & Public Relations**

Prepares media releases, coordinates interviews, and works with external advertising outlets to enhance Capper's public presence. Collaborates with the Director of Marketing to execute effective media relations strategies and cultivates strong relationships with the media, clients, staff, and community members.

- **Event Promotion & Community Engagement**

Works with the Sr. Director of Development and Community Engagement Manager to support special event promotion using multi-channel digital platforms. Ensures alignment with broader marketing and partnership initiatives.

- **Administrative & Organizational Support**

Maintains inventory of promotional materials and branded office supplies, coordinates orders with Director of Marketing and vendors, and monitors delivery and quality. Secures and manages email lists

for outreach and promotional purposes targeting donors and community partners. Assists with securing outsourced promotional items for organizational awareness.

Assists the President/CEO with organizational messaging as requested, including but not limited to PowerPoint presentations, letters, newsletter messaging, etc.

- **Committee Participation & Reporting**

Serves on the Capper Foundation Board Marketing Committee and/or serves as one of the liaisons to the Advisory Council and is responsible for documenting and maintaining meeting minutes. Produces and submits a weekly status report to designated staff, including Director of Marketing.

- **Research & Trend Monitoring**

Conducts ongoing research into healthcare topics, marketing and fund development trends, and relevant community activities to inform content and strategic planning.

- **Other Duties**

Performs additional responsibilities as assigned by the Director of Marketing.

**Qualifications:**

- Bachelor's Degree in marketing, communications, public relations or equivalent experience.
- Comprehensive personal computing skills with proficiency in Microsoft Office applications, including Outlook, Word, Excel and PowerPoint.
- Experience with conceptual and graphic design for print and electronic media, photography, video, website management, with proficiency in Adobe products including Photoshop, Illustrator, InDesign and Premiere. Understanding of Canva helpful.
- Understanding and experience to set up accounts and monitor online activity in social media platforms, such as Facebook Insights, X (formerly Twitter), YouTube Insights, Google Analytics, etc.
- Use of WordPress for updating Capper Foundation website content, photos, links and forms.
- Ability to work effectively under deadlines handling several assignments simultaneously.
- Excellent written and verbal communication skills with ability to communicate and interact with internal staff and external contacts. Read, write and speak fluent English.
- Take instruction and offer feedback.
- Ability to drive and travel as required; must possess a valid Kansas driver's license and maintain a clean driving record.
- Pass background checks and drug test per Capper Foundation procedures.

**Physical Demands:**

- Required to speak and hear; ability to read computer screens for an extended period of time.
- Regularly required to sit, stand, walk, reach and use hands and lift up to thirty (30) pounds.

**Additional Duties:**

- Additional duties and responsibilities may be added to this job description at any time. The job description does not state or imply that these are the only activities to be performed by the employee(s) holding this position. Employees are required to follow any other job-related instructions and to perform any other job-related responsibilities as requested by their supervisor.

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Employee Signature

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Date

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Supervisor Signature

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Date