



Communications Manager Job Description

Purpose:

The Communications Manager leads TCAA's strategic communications, marketing, and public relations efforts to advance awareness, engagement, and support for the agency's mission. This role is responsible for creating and executing multi-channel communication strategies that strengthen TCAA's brand, inspire donor and volunteer support, and deepen community engagement.

Key Responsibilities:

Strategic Communications & Branding

- Develop and implement an annual communications plan aligned with TCAA's strategic goals.
- Ensure consistent messaging and branding across all platforms and materials.
- Position TCAA as a thought leader on poverty, hunger, housing, and community resilience.
- Assist with TCAA's PR efforts such as proofing press releases, gathering b-roll and photos for stories, and engaging with clients, staff and volunteers to share their stories.

Content Creation & Storytelling

- Write, edit, and design content for newsletters, impact stories, and reports.
- Manage digital storytelling and highlight client and community success stories in alignment with ethical storytelling practices.
- Produce print and digital collateral to support fundraising campaigns, events, and programs.

Digital & Social Media

- Oversee TCAA's website, ensuring timely updates and engaging content.
- Manage social media channels to increase visibility, engagement, and donor/volunteer participation.
- Track performance metrics and adapt strategies to increase reach and impact.

Fundraising & Donor Engagement Support

- Partner with the development team to create compelling fundraising appeals, donor communications, and campaign messaging.
- Support special events with marketing and promotional materials.
- Create impact reports, donor recognition communications, and stewardship content.

Internal Communications

- Provide staff with tools and updates to effectively represent TCAA in the community.
- Ensure alignment and clarity of communications across programs, board, and volunteers.

Other Responsibilities

- Assist as needed with representing TCAA at community events
- Contribute to the overall success of the organization by working with staff and others to achieve the mission.
- Develop and maintain sensitivity to employee and constituent diversity and demonstrate cultural competence in the workplace and in the services provided by the agency.
- Demonstrate respectful treatment of other employees, program participants, and all stakeholders.

- Build community support for the organization by helping to recruit volunteers and donors.
- Performs other duties as assigned.

Qualifications:

- Bachelor's degree required
- Minimum of two years of communications experience preferably in a nonprofit setting.

Knowledge, Skills, and Abilities

- Exceptional writing, editing, and storytelling skills.
- Strong skills in social media management, content creation, and digital marketing.
- Experience with graphic design tools (e.g., Canva, Adobe Creative Suite) and CMS platforms (e.g., WordPress, Firespring).
- Ability to manage multiple priorities and meet deadlines in a fast-paced environment.
- Collaborative mindset with the ability to work cross-functionally.
- Commitment to TCAA's mission and values of equity, inclusion, and community support.
- CRM database experience
- Strong working knowledge of Microsoft Office
- Familiarity with donor-centered communications and fundraising campaigns is preferred
- Bilingual (English/Spanish) is a plus.
- Knowledge of issues related to poverty, hunger, homelessness, and community services is preferred.

License/Certifications:

- Possess Arizona driver's license, insurance, and a vehicle to use in performance of job.
- Level One Fingerprint clearance card or the ability to obtain one

Status: Full-time/Exempt

Hours: Monday through Friday, 8:00 AM – 5:00 PM, subject to periodic variation and change.

Salary Range: \$58,000 - \$65,000

Benefits: At TCAA, we believe that our employees are our greatest asset. To show our commitment to their well-being and professional growth, we offer a comprehensive benefits package designed to support and enhance work-life balance. Our key benefits and perks for most positions include, but aren't limited to:

- 14 paid holidays annually
- Accrued vacation and sick time that increases with tenure
- Medical, dental and vision insurance including PPO and health savings account options, with employee medical premiums covered at 100% by TCAA
- Life insurance, disability benefits, accident coverage, and retirement
- Employee Assistance Program
- Simple IRA with company match up to 3%
- Annual Merit Increases Flexible work schedules and hybrid options for certain positions
- Paid time off to volunteer

TCAA is committed to fostering, cultivating, and preserving a culture of diversity, equity and inclusion and an environment where every employee feels valued and empowered to bring their whole selves to work. The collective sum of the individual differences represents a significant part of our culture, reputation, and

achievements. We believe that together, we can achieve greatness by embracing our differences and working collaboratively towards a common purpose.

We're eager to meet people that believe in our mission and can contribute to our team in a variety of ways - not just candidates who check all the boxes. We consider an equivalent combination of knowledge, skills, education, and experience to meet minimum qualifications. If you are interested in applying, we encourage you to think broadly about your background and skill set for the role. We want people to feel comfortable expressing their true selves and to come, stay, and do their best work here.

TCAA is an Equal Opportunity Employer

To apply, send a current resume to humanresources@tempeaction.org