**Senior Communications Manager**

**Annie E. Casey Foundation**   
**Baltimore,** **Maryland**

The Annie E. Casey Foundation is a private charitable organization that creates better futures for the nation’s children by strengthening families, building paths to economic opportunity and transforming struggling communities into safer and healthier places to live, work and grow. The Foundation distributes approximately $150 million annually in grants to organizations that help states, cities, and neighborhoods improve the life outcomes of these children and families.

**Job Summary**

The Senior Communications Manager reports to the Director of Strategic Communications and will provide general oversight to communications professionals and administrative staff. The position will contribute to the Foundation’s strategic communications program by providing supervision, generating ideas with talented colleagues across the organizations and developing and disseminating communications tools that deliver priority messages to external audiences.

**Supervisory Responsibilities**

* Senior communications associate
* Communications associates

**Primary Duties & Responsibilities:**

* Lead the development of ideas and messages for strategies, events and campaigns that advance their work on a local, state and national scale while maintaining consistency with the Foundation’s overarching frames.
* Coordinate communications needs for Foundation units to ensure that Casey projects and publications have strong strategic guidance through all stages, from conceptualization through message refinement, follow-up and evaluation.
* Oversee and coordinate production and dissemination of Foundation publications: developing and monitoring overall budget and production schedules; advising program staff and grantees on editorial and graphic components required for a wide range of printed materials including reports, brochures, toolkits, newsletters, etc.
* Coordinate with policy teams to ensure that messages effectively target and inspire legislative, administrative and judicial leaders to create policies that improve outcomes for children and families.
* Provide second line of oversight on work of outside vendors and contractors including mail house, graphic designers, photographers and freelance writers.
* Coordinate with direct reports and Online Communications Senior Associate and consultants to ensure that main website content ([**www.aecf.org**](http://www.aecf.org/)) is current, accurate and in sync with priority messages.
* Work closely with Casey staff and consultants across Foundation to identify opportunities and vehicles to deliver messages to media, policymakers, elected officials, grantees, staff and other key audiences.
* Maintain awareness and understanding of Foundation’s grant-making processes, Foundation-wide initiatives and program work.
* Exhibit sensitivity to and respect for diversity in personal, professional, and business relationships on behalf of the Foundation. Seek to utilize the Foundation’s resources equitably with regard to race, ethnicity, and gender.
* Demonstrate awareness and appreciation of the Foundation’s mission, values, standards, principles, and programs, drawing on Casey’s Knowledge Management System, Intranet, website, staff development sessions, and other learning opportunities to establish this competency.

The duties listed above are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related, or a logical assignment to the position.

**Qualifications:**

* Bachelor’s degree and a minimum of 15 years of professional experience that includes at least five years of personnel management responsibilities.
* Experience working in child welfare, advocacy, or community development is a plus.

**Essential Skills & Abilities:**

* Proven leader who has demonstrated strong skills in managing communications professionals.
* Strong strategic thinking, planning and organizational skills.
* Expertise with a wide range of communications practices including publications, online communications, social media, public relations, public affairs, and marketing. Experience working in child welfare, advocacy or community development is a plus.
* Excellent written and oral communications skills are required. Must be a quick thinker with demonstrated problem-solving skills and strong interpersonal skills.
* Must be able to work independently, collaborate with team members and guide the work of vendors and consultants.
* Must have experience meeting goals amidst competing priorities and tight deadlines.
* Successful experience as a member of a dynamic and effective team.

**Tools and Equipment Used**  
Microsoft Word, PowerPoint, Excel, handheld devices, copy machine, fax machine. Strong knowledge and ability to use social media to promote organizational goals.

**Work Environment**  
The work is performed primarily in an office setting with some travel required.

**Compensation:**

This is an exempt position, meaning pay is on a salaried rather than hourly or daily basis. Starting salary is commensurate with experience and earnings history. A strong benefits package will be provided as well.