Marketing and Communications Manager

Position: Marketing and Communications Manager
Employment: Full time
Location: Steamboat Springs, CO
Organization Name: Yampa Valley Community Foundation

About the Organization

The Yampa Valley Community Foundation (YVCF) works to preserve and strengthen the shared community values that make the Yampa Valley a special place to live, work, and raise a family. Through philanthropy, nonprofit support, and community leadership, YVCF connects people, resources, and ideas to address community needs and create lasting impact. We provide support for local nonprofits in helping them fulfill their missions and build capacity, partnership for philanthropists who want to make an impact through their giving, and resources for our communities in addressing challenges.

Position Summary

The Marketing and Communications Manager provides strategic leadership and oversight for the Yampa Valley Community Foundation's communications, marketing, branding, and public relations activities. Reporting to the CEO, the Manager develops and implements a comprehensive communications strategy that strengthens YVCF's visibility, reputation, and community engagement while advancing organizational priorities and philanthropic growth.

The Manager is responsible for ensuring that YVCF communicates clearly, consistently, and compellingly with donors, nonprofit partners, community leaders, and the broader public. Through effective storytelling, strategic messaging, and coordinated marketing efforts, the position helps demonstrate YVCF's impact, inspire philanthropy, and position YVCF as a trusted community leader.

The Manager works collaboratively across departments to translate organizational priorities, programs, and accomplishments into meaningful communications that engage diverse audiences and advance YVCF's mission.

Essential Responsibilities

<u>Strategic Communications Leadership</u>

- Develop, implement, and regularly evaluate a comprehensive strategic communications plan aligned with YVCF's mission, strategic priorities, and organizational goals.
- Serve as the organization's lead advisor on communications, messaging, branding, marketing, and public relations.
- Establish annual communications priorities, objectives, budgets, and measurable outcomes.

- Identify opportunities to strengthen the YVCF's visibility and reputation throughout Routt and Moffat Counties.
- Ensure communications are coordinated across departments and aligned with organizational priorities.
- Monitor communications trends, emerging technologies, and best practices to improve organizational effectiveness.

Brand Management and Organizational Messaging

- Lead the development, refinement, and consistent application of YVCF's brand identity, organizational voice, and key messages.
- Ensure consistency in messaging, visual identity, and presentation across all communications channels.
- Maintain brand standards and provide guidance to staff and external partners on their application.
- Help position YVCF as a trusted resource for philanthropy, nonprofit capacity building, and community problem-solving.

Marketing, Content Development, and Storytelling

- Oversee the development and production of high-quality communications materials, including:
    - Annual reports and organizational impact reports
    - Newsletters and electronic communications
    - Annual appeals and fundraising campaign materials
    - Website content and digital communications
    - Social media content and campaigns
    - Press releases and media materials
    - Donor stewardship and engagement materials
    - Program and initiative marketing materials
    - Event promotions, presentations, and collateral
- Lead efforts to identify, develop, and share compelling stories illustrating the impact of philanthropy, nonprofit organizations, and community partnerships.
- Collaborate with staff, donors, nonprofit partners, and community members to gather stories, testimonials, photography and videos, and impact information.
- Ensure all communications are accurate, engaging, accessible, and appropriate for their intended audiences.
- Ensure legal and ethical compliance with copyright, permissions, confidentiality, use of AI, and the like. Prioritize local vendors when practical. Educate staff and stakeholders on best practices.
- Establish editorial calendars and production schedules to ensure timely, coordinated communications.

Community Engagement, Public Relations, and Media Relations

- Develop and maintain relationships with local and regional media outlets.
- Identify opportunities to increase awareness of YVCF's work through earned media, community partnerships, public presentations, and other outreach.
- Coordinate organizational announcements, press releases, media inquiries, and public statements.
- Support the CEO and other organizational leaders in developing speeches, presentations, talking points, and public-facing communications.

- Collaborate with program staff to communicate YVCF's grantmaking, nonprofit capacity-building efforts, scholarship opportunities, and community initiatives.
- Support communications related to major organizational milestones, special events, and community leadership initiatives.
- Assist with sensitive or crisis communications when necessary.

Digital Communications and Marketing

- Provide strategic oversight and execution of YVCF's website, social media platforms, email marketing, and other digital communications channels.
- Ensure digital communications are current, accurate, accessible, and consistent with organizational branding.
- Monitor website traffic, email engagement, social media performance, and other relevant communications metrics.
- Use analytics and audience feedback to refine communications strategies and improve results.

Event Planning and Coordination

- Plan, organize, and successfully execute organizational events from concept through completion.
- Coordinate venues, vendors, equipment, supplies, and all operational aspects of events.
- Ensure a welcoming, organized, and professional experience for attendees, donors, and community partners.
- Manage event budgets, expenses, and resources responsibly and efficiently.
- Collaborate with staff, volunteers, and external partners to ensure clear communication and effective event execution.
- Assess event outcomes, document results, and implement improvements for future events.
- Oversee annual sponsorship budget and manage YVCF's sponsorship commitments and benefits received through partners.

Qualifications

Required Qualifications

- Bachelor's degree in communications, marketing, journalism, public relations, nonprofit management, or a related field, or an equivalent combination of education and professional experience.
- Three to five years of progressing responsibilities in communications, marketing, public relations, or a related field.
- Demonstrated experience developing and implementing strategic communications plans.
- Exceptional writing, editing, and storytelling skills, with the ability to communicate complex information clearly and compellingly.
- Strong understanding of branding, marketing, public relations, and digital communications.
- Demonstrated ability to manage multiple projects, priorities, and deadlines.
- Excellent interpersonal skills and the ability to collaborate effectively with diverse stakeholders.
- Strong organizational skills, sound judgment, creativity, and attention to detail.
- Experience using digital communications platforms, website content management systems, email marketing tools, photography/video, and social media.
- Ability to work both independently and collaboratively in a mission-driven organization.

Helpful Qualifications

- Experience in nonprofit communications, philanthropy, community foundations, or fundraising.
- Familiarity with the Yampa Valley and the communities of Northwest Colorado.
- Experience managing contractors or leading cross-functional projects.
- Experience developing communications for fundraising campaigns and donor engagement initiatives.
- Experience with communications analytics, graphic design tools, and digital marketing.
- Demonstrated ability to translate organizational strategy into effective communications initiatives.

Other Duties

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties, or responsibilities that are required of the employee for this position. Duties, responsibilities, and activities may change at any time. Remote work is not available for this position.

What it's like to work at the Yampa Valley Community Foundation

As a nonprofit, mission-oriented organization, YVCF attracts and retains staff who are primarily motivated by the work we do and the culture we offer. Our work culture inspires face-to-face interaction, idea sharing, serendipitous interactions and informal meetings. Our team is highly collaborative - everyone pitches in and everyone shares in the success of the organization. Each staff member is a passionate and effective ambassador for the organization.

Compensation: This is a full-time (32 to 40 hours/week) exempt position. The Yampa Valley Community Foundation offers an attractive benefits package to full-time employees, including paid time off, retirement contribution, ski pass, matching charitable gift program, and medical, dental, vision, and disability insurance. The full-time (40-hour equivalent) starting salary for this position ranges from $70,000 to $75,000, depending upon experience. The position will report to the CEO.

The Yampa Valley Community Foundation's anti-discrimination policy: It is the policy of the Yampa Valley Community Foundation to provide equal employment opportunity for all persons. The Yampa Valley Community Foundation does not discriminate on the basis of sex, race, color, national or ethnic origin, religion, sexual orientation, gender identity, age, physical ability, military or veteran status, or any other characteristic protected under federal, state or local law.

How to Apply:

Please send a cover letter and resume to admin@yvcf.org .