

Job Description Title:	Communications and Development Manager	Primary Supervisor(s):	Executive Director
Location:	1400 Main Street Wheeling WV 26003	Travel Required:	None
FLSA Classification:	Non-Exempt	Position Status (FT, PT, etc.):	Full-Time
General Work Day/Week:	Monday through Friday - 9:00am to 5:00pm, plus evenings and weekends when needed	Physical Demands:	Moderate Physical Activity – See Physical/Environmental Demands
Education and Experience:	Bachelor’s degree (B.A / B.S.) from four-year college or university, plus two (2) years related experience and/or training; or equivalent combination of education and experience.	Performance Expectations:	<ol style="list-style-type: none"> 1. Accuracy and Timeliness of Work 2. Adheres to Values of the Organization 3. Proactively Addressing and Anticipating the Needs Constituents
Mission:		Values:	
Our mission is to be a catalyst for the revitalization of Wheeling.		<ul style="list-style-type: none"> • Nimble • Thinking Strategically • Initiative 	<ul style="list-style-type: none"> • Consciously Innovative • Delivering Excellence • Working Collaboratively
Position Summary:			
<p>The Communications and Development Manager’s primary goal is to ensure we achieve our mission by building strong and sustainable funding relationships and developing greater awareness of our programs and services.</p> <p>In consultation with management, the Manager of Communications and Development research current and potential funders; presents concrete plans for achieving goals; manages the solicitation of new and renewing funders; and works with all departments to draft grants and provide appropriate acknowledgment of funding. The MC&D is responsible for communication pieces, including writing and editing letters; writing content for the Wheeling Heritage website, monthly e-blast, newsletters, annual reports, social media, etc.; writing and editing direct appeals, articles for content marketing and other materials as required. This position also plays a key role in research, advocacy, major gifts, and corporate sponsorships for events.</p>			

Primary Responsibilities/Essential Job Duties:
<p>This position will be accountable for the following primary responsibilities:</p> <ul style="list-style-type: none"> • Communicates Wheeling Heritage’s brand and initiatives efficiently and accurately via many channels (website, printed materials, social media, etc.) • Works in partnership with our third-party web manager to ensure Wheeling Heritage’s website functions properly • Write interesting and effective articles and press releases, prepare information for media kits, and develop and maintain company web pages. • Design and edit promotional publications, such as brochures. • Manage communications budgets. • Coordinates communications efforts for special events and programming. • Manages media relations, including building relationships with media contacts and proactively securing media opportunities. • Develops marketing and social media strategies, using social media data and analytics to make key decisions. • Leads efforts to continue sharpening social media presence as a way to engage supporters, build momentum and share success stories. • Develop, implement, and maintain crisis communication plans. • Establish goals for soliciting funds and develop policies for collection and safeguarding of contributions.

Primary Responsibilities/Essential Job Duties:

- Identify grants and work with program managers, write and submit grant proposals.
- Maintain the company's corporate image and identity, which includes the use of brand standards.
- Manage and work with Program Manager on special events, such as annual dinners with donor groups, etc.
- Create the company's annual appeal campaign and other fundraising campaigns as they arise.
- Establish and maintain effective working relationships with donors, government officials, and media representatives.
- Evaluate advertising and promotion programs for compatibility with public relations efforts.
- Responsibility sourcing and negotiating advertising opportunities for outside businesses and organizations on Weelunk.
- Develop, implement, and manage communications and marketing for the Wheeling Artisan Center Shop.

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Additional responsibilities and duties include:

- Prepare conference or event materials, such as flyers or invitations.
- Coordinate conferences, meetings, or special events.
- Other duties as assigned.

PHYSICAL / ENVIRONMENTAL DEMANDS: *The table below shows how much on-the-job time is spent in the following physical activities:*

ACTIVITY:	None	Under 1/3	1/3 to 2/3	Over 2/3
Standing			X	
Walking			X	
Sitting			X	
Using hands to finger, handle or feel		X		
Reaching with hands and arms		X		
Climbing or balancing		X		
Stooping, kneeling, crouching, or crawling		X		
Talking or hearing				X
Tasting or smelling				X

This position is described as **moderate physical activity** performing non-strenuous daily activities of an administrative nature. This position requires occasional lifting or carrying of items up to 25 lbs. less than 1/3 of the time. This position requires manual dexterity sufficient to reach / handle items, works with the fingers. This position has no special vision requirements.

The **work environment** is generally well lit, heated and/or air-conditioned indoor office/shop environment with adequate ventilation. The noise level is moderate, as would be found in a business office with computers and printers, light traffic. Occasionally (less than 1/3 of the time), the work environment may be outdoors exposed to changing weather conditions (for instance, rain, sun, snow, wind, etc.) Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Materials include: cleaners, metals, and office supplies.

Equipment includes: desktop or notebook computers, photocopier/scanner/fax machine, and telephone systems.

Work Activities For This Position Include:

- **Communicating with Persons Outside Organization** — Communicating with people outside the organization, representing the organization to customers, the public, government, and other external sources. This information can be exchanged in person, in writing, or by telephone or e-mail.
- **Establishing and Maintaining Interpersonal Relationships** — Developing constructive and cooperative working relationships with others, and maintaining them over time.

- **Communicating with Supervisors, Peers, or Subordinates** — Providing information to supervisors, co-workers, and subordinates by telephone, in written form, e-mail, or in person.
- **Interacting With Computers** — Using computers and computer systems (including hardware and software) to program, write software, set up functions, enter data, or process information.
- **Making Decisions and Solving Problems** — Analyzing information and evaluating results to choose the best solution and solve problems.
- **Organizing, Planning, and Prioritizing Work** — Developing specific goals and plans to prioritize, organize, and accomplish your work.
- **Getting Information** — Observing, receiving, and otherwise obtaining information from all relevant sources.
- **Selling or Influencing Others** — Convincing others to buy merchandise/goods or to otherwise change their minds or actions.
- **Thinking Creatively** — Developing, designing, or creating new applications, ideas, relationships, systems, or products, including artistic contributions.
- **Identifying Objects, Actions, and Events** — Identifying information by categorizing, estimating, recognizing differences or similarities, and detecting changes in circumstances or events.
- **Developing and Building Teams** — Encouraging and building mutual trust, respect, and cooperation among team members.
- **Developing Objectives and Strategies** — Establishing long-range objectives and specifying the strategies and actions to achieve them.
- **Coordinating the Work and Activities of Others** — Getting members of a group to work together to accomplish tasks.
- **Guiding, Directing, and Motivating Subordinates** — Providing guidance and direction to subordinates, including setting performance standards and monitoring performance.
- **Updating and Using Relevant Knowledge** — Keeping up-to-date technically and applying new knowledge to your job.
- **Analyzing Data or Information** — Identifying the underlying principles, reasons, or facts of information by breaking down information or data into separate parts.
- **Resolving Conflicts and Negotiating with Others** — Handling complaints, settling disputes, and resolving grievances and conflicts, or otherwise negotiating with others.
- **Estimating the Quantifiable Characteristics of Products, Events, or Information** — Estimating sizes, distances, and quantities; or determining time, costs, resources, or materials needed to perform a work activity.
- **Interpreting the Meaning of Information for Others** — Translating or explaining what information means and how it can be used.
- **Scheduling Work and Activities** — Scheduling events, programs, and activities, as well as the work of others.
- **Coaching and Developing Others** — Identifying the developmental needs of others and coaching, mentoring, or otherwise helping others to improve their knowledge or skills.
- **Judging the Qualities of Things, Services, or People** — Assessing the value, importance, or quality of things or people.
- **Processing Information** — Compiling, coding, categorizing, calculating, tabulating, auditing, or verifying information or data.
- **Monitor Processes, Materials, or Surroundings** — Monitoring and reviewing information from materials, events, or the environment, to detect or assess problems.
- **Monitoring and Controlling Resources** — Monitoring and controlling resources and overseeing the spending of money.
- **Provide Consultation and Advice to Others** — Providing guidance and expert advice to management or other groups on technical, systems-, or process-related topics.
- **Training and Teaching Others** — Identifying the educational needs of others, developing formal educational or training programs or classes, and teaching or instructing others.
- **Documenting/Recording Information** — Entering, transcribing, recording, storing, or maintaining information in written or electronic/magnetic form.

Competencies

To perform the job successfully, an individual should demonstrate the following competencies.

Work Styles

- **Initiative** — Job requires a willingness to take on responsibilities and challenges.
- **Dependability** — Job requires being reliable, responsible, and dependable, and fulfilling obligations.
- **Leadership** — Job requires a willingness to lead, take charge, and offer opinions and direction.
- **Achievement/Effort** — Job requires establishing and maintaining personally challenging achievement goals and exerting effort toward mastering tasks.
- **Adaptability/Flexibility** — Job requires being open to change (positive or negative) and to considerable variety in the workplace.
- **Attention to Detail** — Job requires being careful about detail and thorough in completing work tasks.
- **Persistence** — Job requires persistence in the face of obstacles.
- **Innovation** — Job requires creativity and alternative thinking to develop new ideas for and answers to work-related problems.
- **Integrity** — Job requires being honest and ethical.
- **Cooperation** — Job requires being pleasant with others on the job and displaying a good-natured, cooperative attitude
- **Analytical Thinking** — Job requires analyzing information and using logic to address work-related issues and problems.
- **Stress Tolerance** — Job requires accepting criticism and dealing calmly and effectively with high stress situations.
- **Independence** — Job requires developing one's own ways of doing things, guiding oneself with little or no supervision, and depending on oneself to get things done.
- **Self Control** — Job requires maintaining composure, keeping emotions in check, controlling anger, and avoiding aggressive behavior, even in very difficult situations.
- **Social Orientation** — Job requires preferring to work with others rather than alone, and being personally connected with others on the job
- **Concern for Others** — Job requires being sensitive to others' needs and feelings and being understanding and helpful on the job.
- **Social Orientation** - Job requires preferring to work with others rather than alone, and being personally connected with others on the job.

Knowledge

- **Sales and Marketing** — Knowledge of principles and methods for showing, promoting, and selling products or services. This includes marketing strategy and tactics, product demonstration, sales techniques, and sales control systems.
- **English Language** — Knowledge of the structure and content of the English language including the meaning and spelling of words, rules of composition, and grammar.
- **Administration and Management** — Knowledge of business and management principles involved in strategic planning, resource allocation, human resources modeling, leadership technique, production methods, and coordination of people and resources.
- **Customer and Personal Service** — Knowledge of principles and processes for providing customer and personal services. This includes customer needs assessment, meeting quality standards for services, and evaluation of customer satisfaction.
- **Communications and Media** — Knowledge of media production, communication, and dissemination techniques and methods. This includes alternative ways to inform and entertain via written, oral, and visual media.
- **Computers and Electronics** — Knowledge of circuit boards, processors, chips, electronic equipment, and computer hardware and software, including applications and programming.
- **Mathematics** — Knowledge of arithmetic, algebra, geometry, calculus, statistics, and their applications.
- **Design** — Knowledge of design techniques, tools, and principles involved in production of precision technical plans, blueprints, drawings, and models.
- **Economics and Accounting** — Knowledge of economic and accounting principles and practices, the financial markets, banking and the analysis and reporting of financial data.

- **Education and Training** — Knowledge of principles and methods for curriculum and training design, teaching and instruction for individuals and groups, and the measurement of training effects.
- **Clerical** — Knowledge of administrative and clerical procedures and systems such as word processing, managing files and records, stenography and transcription, designing forms, and other office procedures and terminology.

Skills

- **Active Learning** — Understanding the implications of new information for both current and future problem-solving and decision-making.
- **Active Listening** — Giving full attention to what other people are saying, taking time to understand the points being made, asking questions as appropriate, and not interrupting at inappropriate times.
- **Critical Thinking** — Using logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions or approaches to problems.
- **Reading Comprehension** — Understanding written sentences and paragraphs in work related documents.
- **Social Perceptiveness** — Being aware of others' reactions and understanding why they react as they do.
- **Speaking** — Talking to others to convey information effectively.
- **Judgment and Decision Making** — Considering the relative costs and benefits of potential actions to choose the most appropriate one.
- **Monitoring** — Monitoring/Assessing performance of yourself, other individuals, or organizations to make improvements or take corrective action.
- **Persuasion** — Persuading others to change their minds or behavior.
- **Complex Problem Solving** — Identifying complex problems and reviewing related information to develop and evaluate options and implement solutions.
- **Negotiation** — Bringing others together and trying to reconcile differences.
- **Coordination** — Adjusting actions in relation to others' actions.
- **Systems Evaluation** — Identifying measures or indicators of system performance and the actions needed to improve or correct performance, relative to the goals of the system.
- **Time Management** — Managing one's own time and the time of others.
- **Management of Personnel Resources** — Motivating, developing, and directing people as they work, identifying the best people for the job.
- **Operations Analysis** — Analyzing needs and product requirements to create a design.
- **Systems Analysis** — Determining how a system should work and how changes in conditions, operations, and the environment will affect outcomes.
- **Writing** — Communicating effectively in writing as appropriate for the needs of the audience.
- **Learning Strategies** — Selecting and using training/instructional methods and procedures appropriate for the situation when learning or teaching new things.
- **Service Orientation** — Actively looking for ways to help people.
- **Instructing** — Teaching others how to do something.

Abilities

- **Oral Comprehension** — The ability to listen to and understand information and ideas presented through spoken words and sentences.
- **Oral Expression** — The ability to communicate information and ideas in speaking so others will understand.
- **Written Comprehension** — The ability to read and understand information and ideas presented in writing.
- **Deductive Reasoning** — The ability to apply general rules to specific problems to produce answers that make sense.
- **Written Expression** — The ability to communicate information and ideas in writing so others will understand.
- **Fluency of Ideas** — The ability to come up with a number of ideas about a topic (the number of ideas is important, not their quality, correctness, or creativity).
- **Inductive Reasoning** — The ability to combine pieces of information to form general rules or conclusions (includes finding a relationship among seemingly unrelated events).
- **Speech Clarity** — The ability to speak clearly so others can understand you.
- **Originality** — The ability to come up with unusual or clever ideas about a given topic or situation, or to develop creative ways to solve a problem.
- **Problem Sensitivity** — The ability to tell when something is wrong or is likely to go wrong. It does not involve solving the problem, only recognizing there is a problem.

- **Speech Recognition** — The ability to identify and understand the speech of another person.
- **Near Vision** — The ability to see details at close range (within a few feet of the observer)
- **Category Flexibility** — The ability to generate or use different sets of rules for combining or grouping things in different ways.
- **Information Ordering** — The ability to arrange things or actions in a certain order or pattern according to a specific rule or set of rules (e.g., patterns of numbers, letters, words, pictures, mathematical operations).
- **Mathematical Reasoning** — The ability to choose the right mathematical methods or formulas to solve a problem.
- **Number Facility** — The ability to add, subtract, multiply, or divide quickly and correctly
- **Flexibility of Closure** — The ability to identify or detect a known pattern (a figure, object, word, or sound) that is hidden in other distracting material
- **Visualization** — The ability to imagine how something will look after it is moved around or when its parts are moved or rearranged.

APPROVAL AND ACKNOWLEDGEMENT

Manager’s Name

Title

Manager’s Signature

Date

Employee’s Name

Title

Employee’s Signature

Date