Job Description
Media and Communications Manager

Position Summary:
Here is a chance to put your mark on a dynamic and nationally recognized nonprofit. CRI is currently conducting a search for a Media and Communications Manager. This new hire will lead various communication channels to effectively convey and engage audiences in our mission and newly established strategic plan. The Media and Communications Manager will be charged with the management of and content creation connected to CRI’s website, social media channels, digital content, and printed materials. The Media and Communications Manager will work collaboratively with the entire organization and most closely with the Director of Development.

Areas of Responsibility:

General Organizational Communication

- Create, curate, and manage all published content (images, video and written). This includes a range of written, graphic design, photography and videography elements.
- Support the creation of all of CRI’s printed fundraising, marketing, and internal communications materials.
- Use MailChimp to produce email campaigns to meet the needs of the organization: weekly E-News, donor solicitations/stewardship, community updates, etc.
- Coordinate and/or implement various tools and assets in support of digital fundraising and stewardship efforts.
- Consistently and effectively track metrics, create reports and recommend digital communications strategies based on goals.
- With input from senior leadership, continuously review, maintain, and enforce CRI brand standards.

Social Media Promotion

- Manage CRI’s social media channels utilizing best practices and up to date trends. This includes but is not limited to, Facebook, Twitter, YouTube, Instagram, and LinkedIn.
- Create, curate and post optimized digital content on all social media channels, utilizing written content, graphics, videos, and digital ads.
- Manage and implement social media software tools such as Later, Hootsuite, LinkTree.
Website Management

• Maintain CRI's website utilizing Joomla and Wordpress. Proactively seek out opportunities to improve content and information accuracy.
• Consistently monitor website performance and make adjustments to layout and functionality in an effort to achieve an excellent user experience.

Manage CRI’s Visual Assets

• Attend major CRI events to take photos and videos for post-event follow up communications and future needs.
• Attend 1-2 practices per year for each of CRI's programs, to take photos and video that can be used in communications and promotions.
• Maintain current, up to date photography to be used across all communication channels using up to date software such as Photo Mechanic.
• Manage CRI online photo website (currently SmugMug) to promote community engagement.
• Manage visiting photographers utilized by the organization.
• Use video editing software such as iMovie, Premiere Rush, Mobile Photography.

Skills and Attributes:

• Prior rowing experience or background is helpful, but not required.
• 5+ years of experience in graphic design.
• 3+ years of experience creating content for and/or managing social media channels.
• 3+ years experience in website development, experience with Joomla is preferred.
• 3+ years experience in email marketing and related platforms.
• 2+ years working in a nonprofit setting.
• Understanding of basic photography and videography.
• Experience working with 3rd party development-related platforms. For example: GoFundMe, ThankView, Custom Donation, OneCause.
• Strong verbal and written communication skills.
• Entrepreneurial mindset and positive attitude.
• Ability to work independently and as part of a team in a fast-paced and sometimes demanding environment.
• Ability to navigate uneven surfaces to safely move between water vessels and docks.
• Ability to periodically work nights and weekends.
• Bachelor’s Degree preferred.

Benefits:

• Competitive salary.
• Generous Health and Medical Benefits.
• Flexible work schedule (CRI is Currently Remote).
• 401k match.
• Paid time off and sick time.
• Paid cell phone.
Additional Information About CRI
CRI is dedicated to the belief that the sport of rowing provides a powerful tool to promote personal and community growth. CRI delivers after-school programs to public school youth as well as providing and promoting health and fitness opportunities to community members of all physical and cognitive abilities and ages in the Greater Boston area. Community Rowing Inc. was founded by U.S. Olympic and National Team rowers with the goal of growing and diversifying the rowing community and securing public access for the sport on the Charles River. Today CRI is the largest and most active community rowing organization in the United States.

CRI provides equal employment opportunities to all applicants for employment without regard to race, color, religion, sex, national origin, age, disability or genetics. CRI complies with applicable state and local laws governing nondiscrimination in employment in every location in which the company has facilities. This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation and training. Additionally, Community Rowing Inc. expressly prohibits any form of workplace harassment based on race, color, religion, gender, sexual orientation, gender identity or expression, national origin, age, genetic information, disability, or veteran status.