



**FAYETTE
ALLIANCE**

Job Title: Communications Manager

About Fayette Alliance:

Fayette Alliance is a non-profit dedicated to achieving sustainable, equitable growth in Lexington-Fayette County through land-use advocacy, education, and research. We believe that preserving our unique and productive Bluegrass farmland, advancing innovative development, and improving our infrastructure are essential to our collective success in Lexington and we've been serving our community for 16 years. Through our efforts at City Hall and beyond, Fayette Alliance positively impacts county-wide planning and zoning laws and policies - which are the building blocks of a better quality of life, economy, and environment for us all.

Fayette Alliance knows the question is not "if" our community grows, but "how". We are looking for a new team member to help us continue connecting and balancing our vibrant city with the productive farmland surrounding it, ensuring Lexington is an extraordinary and equitable place for all our community members to live, work, and play. By focusing on such issues as affordable housing, responsible land-use, and development, sustainable infrastructure and transportation, the economic impact of agriculture, the importance of community engagement in land-use decisions, protecting our irreplaceable Bluegrass farmland, and more, the work we do today impacts the future of Lexington.

About the position:

The Communications Manager will be responsible for the public communications of Fayette Alliance in collaboration with the Director of External Affairs. Primary objectives will include working with the Director of External Affairs to develop a communication strategy, managing our digital and print communications to tell the story of our work and our mission, and educating the community on our issues. This position reports to the Director of External Affairs and the Executive Director but works in a team environment with other staff and Board members. We are a small but mighty staff of five - we all rely on each other, work closely together on our major events, and consider team synergy to be critical to Fayette Alliance's success.

Duties and Responsibilities

- Assist in the development of a communication strategy and metrics with the Director of External Affairs and the Executive Director to increase subscribers, and social media followers, and help reach development and educational/programmatic goals via communications.
- With the Director of External Affairs, manage and maintain our story, our work, and our education through digital and print platforms such as email (Mailchimp), social media (managed via HootSuite), flyers, paid and earned media, and more. This includes but is not limited to:

- Monthly email newsletter
 - 2-3 additional advocacy or education emails each month
 - Board communications
 - Scheduling social media via HootSuite
 - Designing and ordering print materials
 - Working with traditional media
 - Assisting Executive Director in writing op-eds
 - Writing educational blogs
 - Video creation and editing
- Design infographics, program/event reports (2/year), an annual report (1/year), sponsorship brochures (3/year), social media graphics (2-3/week), flyers (1/month), invitations, and more via Adobe InDesign, Illustrator, and Canva.
- Oversee blog and website management, editing pages as needed, and writing 1-2 blogs/month.
- Work in partnership with the Education and Outreach Manager on communications around educational programs to help recruit participants.
- With the Director of External Affairs, manage and execute communications around FA's largest annual fundraisers, Evening in the Gardens and the Bluegrass International Cup. Planning for these events begins in early spring and the events take place in early September.
- Execute time-sensitive communications plans around advocacy initiatives as they arise.
- Other duties as assigned.

Qualifications

- Bachelor's degree from a four-year accredited college or university
- Required Skills:
 - Proficiency in graphic design via Adobe InDesign, Illustrator, and Canva; preferred experience in video editing software but not required
 - Positive attitude and outlook
 - Ability to work in a fast-paced, ever-evolving environment and understand complex, nuanced, and often time-sensitive advocacy issues
 - Experience creating and managing projects from start to finish
 - Highly organized with strong attention to detail and the ability to follow-through
 - Ability to work independently and with little direction to complete assigned duties in a forward-thinking way, always tying your work back to the goals of the organization
 - Excellent written and verbal communication skills
 - High energy, self-starter who completes work without being asked
 - Experience multitasking and juggling competing priorities while maintaining attention to detail
 - Professionalism to the highest standards with staff, board, and all community members
 - Willingness and ability to develop, cultivate, and steward community relationships as needed
 - Creativity and strong problem-solving skills: the ability to troubleshoot and exhaust options, think outside of the box, and bring solutions to the table
 - At least two years of experience working in a team and professional office environment, interacting with board members and major donors
 - Ability to work collaboratively in a team environment

- Mastery of Apple and Microsoft computer systems and programs, Google Suite (Docs, Sheets), Microsoft Word, and Microsoft Excel
 - Entrepreneurial spirit: you are always looking for new ideas and ways to improve your work
 - Willingness and ability to work evenings and weekends for our programs as needed (mostly July-September)
 - Ability to lift and carry up to 25 lbs
- Strongly Preferred Skills:
 - Experience as a communications manager for a non-profit with proficiency in video creation and editing
 - Experience with graphic design
 - Experience in public relations and strategic communications
 - Experience in a public-facing, customer, or community service role
 - Experience preparing professional and attractive presentations for others

Compensation

- Salary range of \$50,000-\$60,000, dependent on qualifications and experience
- 15 days of paid time off plus holidays and an end-of-year holiday break
- Competitive benefits including insurance (medical/dental/vision) with company-paid contribution and company-paid percentage match retirement benefits
- Flexible work schedule: option to work from home two days a week

To Apply: Applicants interested in applying for this position must email a cover letter and resume to ashleigh@fayettealliance.com by November 3. Should you advance as a finalist for this position, successful completion of background screening will be required, including references.

Fayette Alliance is an Equal Opportunity Employer. All qualified candidates will receive consideration for employment without regard to race, class, religion, country of origin, political belief, (dis)ability, age, gender identity, sexual orientation, protected veteran status, or any factor protected by law. Members of underrepresented groups are encouraged to apply.