

Greater Cleveland Volunteers

Connecting you with opportunities to serve
4415 Euclid Avenue, Suite 200
Cleveland, Ohio 44103-3758

Position Description

Title of Position: Communications Manager

Reports to: Executive Director

Status: Full-time (approximately 37.5 hours per week), overtime exempt. The position is primarily remote, with an expectation of occasional in-office presence and participation in community-based and in-person meetings, as operational needs require.

Compensation/Benefits: \$52,500 annual salary, paid twice monthly; generous paid time off; medical, dental, vision and life insurance available; employer retirement plan contribution after 2 years.

Summary of Position: Manage external communications including print and electronic communication, social media, advertising, media relations, and promotional activities for Greater Cleveland Volunteers and all its programs and initiatives. This role combines strategic planning with hands-on execution and day-to-day content development. Additionally, this role provides direct supervision to a part-time Social Media Coordinator. This position plays a key role in advancing GCV's mission by highlighting and elevating volunteerism and community impact across northeast Ohio.

Responsibilities include:

- **Oversee GCV's Branding and Communications:**
 - Oversee agency's external communications and awareness campaigns.
 - Create print and electronic messages and materials. Assure that materials comply with GCV branding standards and be a resource for GCV program and development staff.
 - Establish a marketing/communications calendar for GCV and create print and electronic newsletters on schedule.
 - Create and send email communications using Constant Contact software.
 - Work to refine GCV's brand and increase awareness of the agency's programs across Cuyahoga County and in northeast Ohio.
 - Identify and deploy the use of innovative technologies or strategies to streamline the organization's communication plan to become more efficient and effective.
 - Ensure that GCV's message is audience-centered and able to be conveyed in plain language when needed and in audience specific formats.
- **Advertising:**
 - Create and purchase print and electronic advertising for agency programs and outreach initiatives including but not limited to brand awareness, volunteer recruitment, and development goals.
 - Help create and monitor the advertising budget for GCV throughout the year in collaboration with the Operations Director and Executive Director.
 - Continually seek new opportunities for GCV to strategically advertise its programs.
 - Analyze the effectiveness of all GCV advertising efforts and generate reports to share at applicable meetings.
- **Media Relations:**
 - Create and distribute media/press releases when appropriate.

- Respond to media inquiries and responses to press releases in coordination with the Executive Director.
- Arrange for GCV staff and/or volunteers to appear in media interviews throughout the year to promote agency programs, recruitment efforts, and fundraising goals.
- Work with media contacts in and around Cleveland to promote GCV's signature fundraising event, Cleveland Pickle Fest, leading up to and including the day of the event.
- **Social Media and Website Management**
 - Supervise a part-time Social Media Coordinator to help administer GCV's social media platforms.
 - Collaborate with the Social Media Coordinator to regularly post content on GCV's Facebook, LinkedIn and all other social media pages. Monitor and respond to messages.
 - Work with GCV's website manager to regularly update information on the organization's website and ensure content is kept current and appropriate.
 - Analyze website and social media metrics to ensure optimization is appropriate and effective.
 - Ensure GCV's website provides seamless experiences for prospective volunteers and donors.
 - In coordination with the Development Director, facilitate the communications on social media and the dedicated website for Cleveland Pickle Fest.
- **Agency Responsibilities and Duties:**
 - Write and submit award nominations for internal and external volunteer recognition events in collaboration with program staff.
 - Maintain inventory of agency envelopes, brochures, stationery, and other printed materials with GCV branding.
 - Maintain inventory of agency branded promotional materials and apparel, purchase additional items when necessary.
 - Design additional promotional items, stationery, and staff or volunteer apparel as needed.
 - Help create and monitor the communications budget throughout the year.
 - Attend GCV events to take photos or contract with outside photographers when applicable.
 - Maintain catalog of photos to be used in communications and marketing materials.
 - Participate in and contribute to staff development activities and appropriate trainings.
 - Take part in professional development when appropriate opportunities are identified.
 - Attend GCV board meetings when appropriate and asked to do so by the Executive Director.
 - Be an active and participating member of GCV's management team and regularly attend management team meetings.
 - Maintain a strong understanding of the various programs that GCV manages.

Qualifications, Skills, and Experience:

- **Required:**
 - Minimum of three years of experience managing communications, marketing and/or public relations for an organization.
 - Bachelor's degree in marketing, communications, public relations, or a related field.
 - Excellent writing and verbal communication skills.
 - Proven track record of creating and/or facilitating a successful communications plan.
 - Proficient in all Microsoft Office programs.
 - Possess a minimum basic understanding of website design and maintenance.
 - Basic graphic design skills using Canva or similar platforms with the ability to learn and advance graphic design skills to support the organization's needs.
 - Experienced in managing or overseeing professional social media accounts.
 - Ability to maintain clear attention to detail and stay highly organized while balancing competing priorities and timelines.
 - Ability to work in a team environment as well as operate independently.

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- Ability to collect and manage data and to read, analyze, and interpret policies and procedures.
 - Ability to recognize and mitigate personal bias, and to engage thoughtfully and respectfully with people holding different perspectives, experiences, and identities.
 - Possess a valid driver's license and automobile insurance with access to an automobile during working hours when needed. Alternatively, can travel to/from the office or off-site meetings when necessary.
 - Maintain the ability to work occasional evenings and weekends when scheduled in advance.
 - Successfully pass a preemployment background check.
- **Preferred:**
 - Previous experience managing a nonprofit organization's communication.
 - Experience generating reports from online platforms and social media such as Google Analytics, Meta Business, etc.
 - Have a strong knowledge of the media landscape in greater Cleveland and possess contacts within the media to advance GCV's mission and messaging.
 - Possess experience using Constant Contact and other electronic messaging and marketing software.
 - Previous experience working with print media and possess a strong understanding of the process to produce a printed advertisement or publication
 - Have a passion for promoting volunteerism throughout northeast Ohio.

Interested candidates should send an updated resume and cover letter by email to:

Kevin Gross, Executive Director

kgross@greaterclevelandvolunteers.org

Only emailed submissions will be accepted. Applications will be reviewed as they are received and this position will close when filled. Incomplete applications will not be considered.

Greater Cleveland Volunteers is an equal opportunity employer and does not discriminate on the basis of race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, political affiliation, marriage or parental status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state, and local laws with regard to hiring, assignment, compensation, advancement, lay-off, or other terms of employment.

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