



## JOB DESCRIPTION

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**Title:** Communications Manager  
**Reports To:** Executive Director  
**Location:** Madison, WI  
**Employment Status:** Full-Time  
**FLSA Code:** Exempt

### Position Summary

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This position will lead the strategy, development, and execution of the marketing and communications programs for Komen Wisconsin. This position requires excellent communication and design skills along with an ability to build robust relationships with media partners. The ideal candidate will have a proven track record of executing communication and marketing plans, and is expected to exercise discretion and independent judgment on matters of significance to the operations of the Affiliate.

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### Primary Responsibilities:

- Execute an annual communications and marketing plan to motivate key internal and external audiences to donate, participate in events, and take other actions to support the organization's strategic goals across all channels (print/digital/web/social/email/PR)
- Develop and disseminate strategic messaging consistent with Susan G. Komen® branding that communicates Affiliate's local community impact
- Manage and maintain media relationships and sponsorships, write and distribute press releases and follow up with mass-media as needed
- Will write and edit content for digital, print, text and broadcast communications
- Create and produce print documents such as event flyers, posters and brochures
- Communicate electronically with Komen Wisconsin supporters via website, emails, and social media outlets and blog posts.
- Work with media to promote mission initiatives and special events
- Work with survivors, metastatic breast cancer patients, individual Komen and Walk for the Cure participants to communicate their personal stories with Komen supporters through various outlets
- Provide customer service to Walk participants, team captains and race sponsors
- Partner with development staff to ensure proper recognition and stewardship of donors
- Ensure quality, accuracy, and consistency of message and design across Affiliate materials
- Serve as a communications resource to support the Affiliate's community health, public policy and fund development efforts
- Analyze and report effectiveness of communication strategies in motivating target audiences
- Recruit, supervise and evaluate public relations/communications interns
- Serve as spokesperson for the organization as needed
- Develop PR and external communication strategies in partnership with business leads to advance business objectives
- Coordinate the production of promotional materials including releases, media kits, and presentations
- Use social media to tell our story in creative and inspiring ways that resonate with various audiences
- Manage website content and design to ensure delivery of clear and creative content

### Qualifications:

- Bachelor's degree or equivalent experience in Communications
- 5+ years' of experience in communications operations
- Strong organizational & communication skills (written, verbal, etc.)
- Computer literate (Microsoft Office; social media platforms, smart phones, tablets, etc.)

- Comfortable working with a diverse population and independently once provided direction
- General understanding of social media strategy and tactics (Facebook, Twitter, Instagram, etc.)
- Ability to meet deadlines as well as quickly establishing priorities
- Organization skills with thoroughness, timeliness, and detail when working under pressure
- Communications, special event and leadership experience preferred

This position will become knowledgeable about breast health, learn how to use Convio (web-based content management system), WordPress (website and blog platform) work with the media, coordinate projects with volunteers.

Madison area local travel, and sporadic travel to Milwaukee, evening and weekend work does occur at certain times in the year.

- This is a full-time, non-exempt position based in MADISON, Wisconsin. To apply, please send an email to [nikki@komenwisconsin.org](mailto:nikki@komenwisconsin.org) with cover letter and resume. **APPLICATIONS THAT DO NOT INCLUDE A COVER LETTER WILL NOT BE CONSIDERED.**

### **About Susan G. Komen**

Susan G. Komen® is the world's leading nonprofit breast cancer organization, working to save lives and end breast cancer forever. Komen has an unmatched, comprehensive 360-degree approach to fighting this disease across all fronts and supporting millions of people in the U.S. and in countries worldwide. We advocate for patients, drive research breakthroughs, improve access to high-quality care, offer direct patient support and empower people with trustworthy information. Born out of a promise between two sisters, Susan G. Komen remains committed to supporting those affected by breast cancer today, while tirelessly searching for tomorrow's cures.

### **About Komen Wisconsin**

Komen Wisconsin is helping fuel research, advocate for patients and support people facing breast cancer locally through a variety of direct patient-centered services and by collaborating with area providers to remove barriers and connect people to needed care across Wisconsin.

**Our mission is to save lives by meeting the most critical needs in our communities and investing in breakthrough research to prevent and cure breast cancer.**