



**Job Title:** Communications Manager

**FLSA Status:** Exempt

**Location:** Denver, Colorado

**Position:** Full time

**Summary:** The Communications Manager plays a key role in advancing LiveWell Colorado's mission of increasing access to healthy food and opportunities for physical activity for low income communities and people of color. The Manager works to meet a wide range of communications needs including program deliverables, website and project management, constituent engagement, and social media coordination. The Manager works with the team to enhance existing platforms and create new communications opportunities to reach a variety of stakeholders and partners, and to find improved and innovative ways to tell the story of an organization seen as a national model for mobilizing community groups, government agencies, nonprofit organizations, and regional coalitions toward advocating for access to healthy eating and active living. The position offers an exciting opportunity for a communications professional to work in an energizing and meaningful environment and support LiveWell's programs, policy efforts, and partnerships in advancing the mission.

**Essential Duties and Responsibilities:**

- Collaborate with the LiveWell team to assess organizational communications needs and implement a project management process.
- Work closely with program managers to meet a high volume of communications deliverables for multiple programs including Double Up Food Bucks (Double Up), Local Procurement Colorado (LoProCO), HEAL Cities and Towns, and other key programs and initiatives.
- Maintain and strengthen the organization's brand with its existing network of partners, supporters and advocates, including planning and managing LiveWell's use of social media channels, blogs, newsletters, CRM, and email tools.
- Consistently update, oversee, and support LiveWell's website to reflect regular evolution of LiveWell's programming and the larger political environment influencing food systems and physical activity opportunities.
- Develop strategies to help LiveWell attract new supporters and build relationships with new networks, particularly those working on health equity and social justice issues.
- In partnership with program and policy team members, design, edit, and release a regular newsletter to statewide and national partners to increase exposure for LiveWell's work, the work of its partners, and key issues preventing access to healthy eating and active living; maintain LiveWell's external visibility through blogs, reports, and other written materials.
- Support fundraising communications in partnership with the development team.
- Manage and maintain LiveWell's contact databases such as Sales Force, Pardot, Donor Perfect, and Voter Voice to maximize efficient and effective communications and mobilize constituencies.
- Interact with and respond to external contractors as needed.
- Support the LiveWell team with communication needs related to design, publication and dissemination of communications materials, presentations, online content, and other internal and external projects.
- Other duties as assigned.

**Education and Qualifications:**

- Bachelor's Degree or equivalent professional and life experience.
- Exceptional project management skills; demonstrated ability to set and meet tight deadlines and coordinate with team members, partners, and vendors.



- Capable of overseeing and supporting a wide range of deliverables simultaneously; ability to manage and prioritize time-sensitive tasks.
- Outstanding writing skills and ability to communicate complex issues and vary writing style for different audiences and platforms.
- Minimum three to five years of successful communications planning and implementation.
- Policy-specific communications experience a plus.
- Technologically advanced; proven skills and familiarity with relevant software applications and web content management (Adobe Premiere Pro, After Effects, InDesign, Acrobat, Macromedia Flash, Illustrator, Photoshop, Salesforce/Pardot, WordPress).
- Adept at listening; high emotional intelligence, and ability to thrive with considerable autonomy.
- Appreciation, skills and sensitivity for diverse populations, cultures, perspectives, and socioeconomic backgrounds.
- Demonstrated ability to work collaboratively.
- Capability to anticipate needs, recommend options, and implement solutions.
- Spanish proficiency a plus.

### **About LiveWell Colorado**

LiveWell Colorado is a statewide nonprofit organization committed to increasing access to healthy eating and active living by removing barriers that inequitably and disproportionately affect low-income communities and people of color. LiveWell focuses its efforts on policy, environment, and constituent engagement to remove barriers and increase access to healthy behaviors. Working with partners in communities across the state, LiveWell aims to ensure that all Coloradans live in environments with equitable access to the nourishing food and physical activity they need to be healthy.

LiveWell Colorado is committed to recruiting and supporting a diverse workforce that is representative, at all job levels, of the communities we serve. We aim to promote a culture of inclusiveness, respect, communication and understanding. LiveWell Colorado is dedicated to equal employment opportunities and prohibits unlawful discrimination against applicants or employees based on race, color, national origin, ancestry, creed, religion, sex, age, disability, genetic information, veteran status, sexual orientation, marital status, gender expression or any other characteristic protected by state or local law.

Interested candidates should send resume and cover letter by **December 21<sup>st</sup>, 2018** to [opportunities@livewellcolorado.org](mailto:opportunities@livewellcolorado.org) with the position title in the subject line. Please include information about how you heard about the position.

No phone calls please.