



## COMMUNICATIONS MANAGER

### Overview

Stop the Addiction Fatality Epidemic (SAFE) Project is a national 501(c)3 nonprofit working through a collaborative, multi-pronged and non-partisan approach to end the nation's catastrophic addiction epidemic. Founded in November 2017, SAFE is designed to attack the addiction fatality crisis with a robust and comprehensive approach around six distinct lines of operations. SAFE Project believes that the addiction crisis cannot be resolved without an orchestrated effort to engage in Family Outreach and Support, Public Awareness, Full Spectrum Prevention, Treatment and Recovery, Prescription Drugs and Medical Response, Law Enforcement and Criminal Justice. With the strong leadership of our Founders and a highly experienced and driven Board of Directors, SAFE Project implements each of these lines of operation through four distinct initiatives – SAFE Communities, SAFE Campuses, SAFE Veterans, and SAFE Workplaces.

SAFE Project seeks an experienced Communications Manager to coordinate with subject matter experts and help lead the overall communications within their assigned portfolio areas. Assignment of portfolio items will be based upon experience, preference and overall alignment with the rest of the Communications Team.

The ideal candidate is a problem solver, quick learner and a team player with strong communication skills. This is a perfect position for an individual with communications, marketing, public relations, community outreach and/or related work. The ideal candidate must be passionate about our mission and understand the urgency our organization carries. Nearly 108,000 people died from an overdose in 2021 alone- the highest number of overdose deaths ever recorded. With stigma remaining the #1 barrier for people seeking help, SAFE Project is on a mission to end stigma, inspire action, and, ultimately, save lives.

### Key Responsibilities

- Develop integrated, strategic communications plans and provide recurring communications support for SAFE Project's initiatives and all programs, campaigns, projects and events that fall under it.
- Develop integrated, strategic communications plans and provide recurring communications support for SAFE Project's Development and fundraising efforts.
- Work with the Director of Communication to develop consistent internal and external messaging that is reflected across all programs, projects and resources.
- Collaborate with SAFE Project initiative holders and Director of Communications to ensure program materials, collateral, and communications amplify SAFE's mission and objectives.
- Collaborate with SAFE staff one-on-one and as needed to provide strategic communications support and amplify the range of SAFE's programs, events and initiatives.
- Manage workload of outside vendors and/or part-time contractors to effectively manage the production of print and digital materials that reflect the brand strategy and advance the goals and priorities of the organization.



- Work with the Digital Communications Manager to ensure SAFE online presence communicates SAFE's mission, vision, and program objectives, and is aligned with appropriate communications plans.
- Work with Digital Communications Manager to establish a quantitative and qualitative analytics review to report campaign performance to stakeholders.
- Support the Director of Communication in building a Strategic Communications Strategy that supports the organizational Strategic Plan.
- Write, edit and manage the distribution of e-marketing communications (MailChimp regular e-newsletters and communications) for all external audiences, including but not limited to general interest, donors and volunteers. Manage subscription lists and increase the number of people who are subscribed to the e-newsletter.
- Contribute to the development of a comprehensive social media plan and schedule that reflects SAFE priorities and goals.
- Produce original and creative social media content and reproduce relevant content for an appropriate number of social media posts per day, on Facebook, Twitter, Instagram, and Snapchat.
- Stay up to date on evolving social and digital media tactics and strategies.
- Within assigned projects, act as the key point of contact with members of the media, pitching and placing stories and op-eds, arranging interviews, and managing those relationships during public speaking events. Maintain a library of published content.
- Within assigned projects, identify strategic public relations opportunities and pursue them as appropriate for media, digital and social sharing, and e-marketing content collateral.
- Within assigned projects, prepare leadership and SAFE spokespeople with key messages and important information in advance of interviews or media events.

## Requirements

- 2+ years of experience in communications, marketing, community outreach or related work, ideally with experience in an "in-house" role within a complex nonprofit entity, covering areas such as content planning, newsletters, social media and donor communications.
- Superior writing skills, to include content generation and the ability to edit materials prepared by others to ensure high-quality deliverables. Ability to prioritize tasks, and work accurately under the pressure of a deadline-focused job. Energy, initiative, intellect, flexibility and a team player.
- Professional demeanor, and ability to engage vulnerable populations with sensitivity and compassion. Self-motivated, entrepreneurial, and innovative.
- Expertise with Microsoft Office required; experience or familiarity with programs such as Mailchimp, Salesforce (or equivalent platform), Adobe Creative Cloud applications Photoshop, Illustrator and Acrobat a plus.
- Proficient in AP writing style, traditional and emerging trends in public relations, advertising, marketing and social media. Graphic design experience a tremendous plus.
- A team player with a demonstrated ability to work independently is essential.
- Bachelor's degree or 4+ years of relevant experience, required.

Interested candidates should forward a cover letter and resume to [careers@safeproject.us](mailto:careers@safeproject.us)