



Communications Manager JOB DESCRIPTION

National Cherry Blossom Festival, Inc., a 501(c)(3) not-for-profit organization based in Washington, DC, is currently seeking a **Communications Manager**.

Company Description

The National Cherry Blossom Festival produces and promotes the nation's greatest springtime celebration and is dedicated to promoting the beauty of nature and international friendship through year-round programs, events, and educational and entertainment initiatives that enhance our environment, showcase arts and culture, and build community spirit.

The Communications Manager is responsible for planning, development and implementation of all of the Festival's marketing and communications strategies and public relations activities, both external and internal. They oversee development and implementation of support materials and services for the Festival team in the areas of marketing and promotions, communications, and public relations. They manage the efforts of the marketing, communications and public relations staff (including creative services agencies and interns) and coordinate the strategic and tactical levels with the other functions of the Festival. They help make sure that the Festival's philosophy, mission, and vision are pertinent and practiced throughout the organization.

Responsibilities

The Communications Manager serves as the primary representative of the Marketing & Communications team. This position is responsible for the achievement of marketing/communications/public relations mission, goals and financial objectives. This position participates with the President, Marketing Committee, and other management staff in charting the direction of the Festival, assuring its accountability to all constituencies and ensuring its effective operation. Outside of the organization, this position coordinates with media/reporters as well as media advertising partners, sponsors, other Festival stakeholders, and new potential partners.

The Communications Manager is responsible for:

Strategic Planning:

- Create, implement and measure the success of a comprehensive marketing, communications and public relations program that will enhance the Festival's image and position with the general public
- Provide counsel to team members on marketing, communications and public relations
- Build strong relationships and collaborate with key brand stewards both internal and external to cultivate and manage the Festival's brand voice and style

Project Management - Execution:

- Responsible for developing short- and long-term plans and budgets for the marketing/communications/ public relations program and its activities, monitor progress, assure adherence and evaluate performance
- Develop, execute and monitor results for marketing, sales and promotional plans for all Festival events, programs, and campaigns
- Facilitate internal and external communications
- Research and develop new advertising and marketing streams for varied and evolving Festival events, programs, and campaigns
- Work with external creative services agencies on development of all publications and collateral materials; includes editorial direction (including copy/messaging and photography selection), design, production and distribution
- Oversee development of and maintenance of website and social media platforms.
- Ensure brand integrity in the appearance of all Festival print and electronic materials and other aspects of the Festival organization
- Oversee development and coordination of resource materials that aid in sponsor procurement or programmatic collaboration

- Direct photography and videography efforts, including shot lists, artistic direction and image selection for marketing initiatives; maintain files
- Lead process for annual artwork selection
- Supervise Media Coordinator, intern and volunteers.

Project Management - Analysis:

- Monitor and analyze website traffic and social media impressions to optimize ROI
- Ensure that the Festival regularly conducts relevant market research and competitive analysis to ensure the organization is effectively positioned with our current audience, poised to reach new audiences, and comparable against others in our industry
- Keep informed of developments in the fields of marketing, communications and public relations for not-for-profit organizations and industry-related trends and issues

Media Relations:

- Maintain ongoing relationships with media partners, including development of partnership packages and recap results
- Coordinate media interest in the Festival and ensure regular contact with target media and appropriate response to media requests
- Act as a Festival's representative with the media
- Oversee project plan for annual press conference
- Network and build relationships on behalf of the Festival with diverse groups including high level stakeholders such as VIPs and high level engagement with the White House, The Mayor's Office, The Embassy and celebrities

Qualifications:

- **Bachelor's or Master's Degree in Communications or other related field preferred**
- Minimum of five years' experience with demonstrated skills, knowledge and experience in the design and execution of marketing, communications and public relations activities
- Excellent project coordination, time management, and organizational skills with the ability to juggle and prioritize multiple projects in a fast-paced environment
- Strong creative, strategic, analytical and personal sales skills
- Strong leadership skills
- Superior communication and writing skills
- Attention to detail, high productivity and concern for accuracy and excellence
- Proficiency in Microsoft Word, Excel, Outlook and PowerPoint and strong database management skills are necessary
- Experience with Google Analytics, Salesforce, Mailchimp, Wordpress are preferred
- Must be a self-started, proactive and driven with a strong work ethic, a high level of motivation, a strong sense of urgency when needed, the ability to work without direct supervision and consistently meet deadlines
- Open to challenges and ability to change lanes as necessary
- Demonstrated successful experience writing outbound messaging narratives (i.e. press releases, scripts, storyboards), making presentations, and negotiating with media
- Experience overseeing the design and production of print materials and publications
- Commitment to working with shared leadership and in cross-functional teams
- Ability to work non-traditional hours
- Ability to foster positive, productive relationships, collaboration and teamwork, internally and externally, among staff, board members, volunteers, partners and other Festival stakeholders

As an integral part of the NCBF team, this salaried exempt position participates fully in the production and execution of Festival events. This requires flexibility to be available evenings and weekends and to work additional hours during peak periods.

Please email resume and cover letter articulating your relevant experience and salary history to JoAnn Nasser at jnasser@ncbfdc.org. Include in the subject line "**Communications Manager.**" Applicants will be notified if selected for an interview.