



Position: National Communications Manager
Organization: SBP
Reports to: Director of Communications

About SBP

SBP, a social impact organization focused on disaster resilience and recovery, **solves the challenges facing at-risk communities** and scales impact with a proven model that brings the rigor of business and innovation to reduce risk, create resilient communities and streamline recovery. By taking this holistic approach, SBP shrinks the time between disaster and recovery.

SBP does this in three connected ways—prepare, shape and build

1. SBP **prepares** individuals, communities and organizations to mitigate risk and speed recovery.
2. SBP **shapes** federal policy and system change and state and local disaster recovery programs to be more efficient and effective.
3. SBP **builds** resilient communities efficiently and effectively and shares our proven model and approach with others.

Position Summary

SBP seeks a National Communications Manager (NCM) to leverage the organization’s compelling founding story and track record of success. The NCM will promote SBP’s profile to a national audience and contribute to the organization’s goals, including those for fundraising, through the daily execution of SBP’s communications plans and strategies. The NCM will manage and execute the organization’s national communications strategy with the following objectives:

- Work with the Director of Communications and the Chief Communications and Marketing Officer to execute a plan to increase the SBP’s brand recognition through traditional and innovative communications strategies including:
 - Increased media visibility - ensure SBP’s story is being told on the local and national level
 - Promotion of thought leadership and expertise of CEO and senior program experts in earned media, speaking engagements, and social media
- Engage SBP’s base of donors, volunteers, homeowners and supporters through owned and earned media.
- Develop consistent and compelling content for a variety of external audiences
- Manage website and social media content to be dynamic, relevant and helpful to a variety of audiences

The NCM will have the opportunity to build on the successes of SBP’s national corporate partnerships in order to increase the organization’s national brand recognition. Additionally, the NCM will communicate a compelling story about the organization’s effectiveness in shrinking the time between disaster and recovery for individual homeowners.

We are looking for an experienced communications professional who can bring his/her best practices for storytelling, copywriting, media relations and content creation to SBP’s team. SBP is seeking a NCM who is resourceful, self-driven, resilient and ready to take ownership of aggressive communications goals.

Responsibilities

- Implement all components of the organization’s communications strategy

- Pursue and execute on earned and owned media opportunities
- Write copy for a variety of external communications, including blogs, press releases, impact reports, executive presentations
- Generate quality content that supports SBP's brand and tells our story succinctly and appropriately to our varied target audiences
- Prepare press releases, develop and maintain organization's communications calendar and media contacts
- Drive thought leadership speaking/print opportunities, including op-ed placements and highly visible speaking roles for CEO and other senior leaders
- Ensure that all collateral materials (e.g., presentations, client bios, business cards, logos, etc.) are consistent and reflect the company's strategic objectives and adhere to style guidelines
- Tackle special projects and initiatives as assigned

Performance Expectations

- Able to juggle multiple, competing priorities
- Exceptionally self-motivated and curious
- High level of personal accountability
- Align work performance with SBP's core values
- Detail-oriented with strong troubleshooting, analytical and problem-solving abilities
- Working knowledge of all facets of social media management.
- Superior work ethic and high energy level
- Desire and ability to work, grow and learn in a startup environment.
- Plan and meet deadlines
- Maintain a flexible work schedule to meet the demands of executive management
- Demonstrate initiative and work as a team player
- Convey a professional and positive image and attitude regarding the organization and the not-for-profit sector
- Demonstrate commitment to continued professional growth and development

Qualifications

- Four-year university degree or equivalent combination of education and experience
- 3 to 5 years' experience in a communications role
- Excellent written, oral communications and interpersonal skills; ability to listen and assess the interests of various audiences and communicate ideas in person or in writing in a clear and articulate manner to compel individuals to action
- Proven track record of delivering quality content, as well as traditional media engagement
- Experience in developing concise and compelling messaging and advocacy products for a donor and activist audience
- Experience partnering with development staff to drive organization's fundraising goals
- Ability to pivot quickly to new communications opportunities when natural disasters occur
- Able to satisfactorily pass a Criminal History Check to include sex offender registry, State Police, and FBI.
- Must be COVID-19 vaccinated and provide proof of vaccination.

[TO APPLY, PLEASE CLICK HERE.](#)

SBP is building a diverse and experienced staff. The organization encourages multiple perspectives and experiences, supports a multicultural environment, and strives to hire and retain a diverse workforce that reflects the populations we work with and the communities where we work. Our hiring and business practices appreciate the strengths offered through different backgrounds.

SBP is an equal opportunity, affirmative action employer and is committed to providing access, equal opportunity and reasonable accommodation for individuals with disabilities in employment, its services, programs, and activities. All qualified applicants will receive consideration for employment without regard to age, race, color, religion, gender, creed, national origin, physical or mental disability, marital status, veteran status, disabled veteran status, or status as a member of any other protected group or activity.

It is the policy of SBP not to discriminate against any individual, person, or group on the basis of disability and the intent of SBP to address any complaints that may arise pursuant to Section 504.