



**Position:** National Communications Manager  
**Organization:** SBP  
**Reports to:** Chief Communications Officer

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### **About SBP**

SBP is an award-winning, innovative nonprofit organization that shrinks the time between disaster and recovery. A leader in volunteer-driven, post-disaster rebuilding; SBP educates, advocates and improves the disaster recovery sector so that we can collectively achieve more for communities. With a growing team of 85+ staff and 240 AmeriCorps members, SBP has rebuilt more than 2,000 homes across 13 states and in the Bahamas, and shared best practices with many more.

SBP's vision is to embrace constant improvement, community-wide collaboration, and clear benchmarks to reduce human suffering caused by the tolls of delay in recovery. By pairing resilience training with recovery operations, we strive to reduce the need for our rebuilding services over time by increasing preparedness among vulnerable communities.

SBP encourages individuals that are hungry for change and eager to innovate to join our team so that we can change the future of disaster recovery together.

### **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. The NCM will manage and execute the organization's national communications strategy with the following objectives:

- 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
- 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 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
- 5 to 7 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.

**[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.*