Position Title: Communications and Events Manager

Position type: Full time, Exempt
Supervisor: Director of Operations

The San Francisco Center for the Book (www.sfcb.org), a book arts nonprofit located in San Francisco's Potrero Hill neighborhood, is seeking a full time Communications and Events Manager to lead its communications and events production efforts.

To apply, please send cover letter and resume to hr@sfcb.org.

Primary Roles and Responsibilities:
The Communications and Events Manager expands the community's awareness of the San Francisco Center for the Book:

- Communications Management
  - Write and produce engaging materials about the Center for a variety and balance of both social and traditional media. Manage all aspects of the project including copywriting, graphic design/layout, photography and relationships with vendors engaged in the project, as well as the approval process. Types of projects include but are not limited to:
    - Event/Exhibition press releases and other marketing materials;
    - Exhibition catalogs;
    - Workshop newsletters;
    - Marketing brochures;
    - Fundraising collateral;
    - Social media updates: eblasts, Facebook, Twitter, and other appropriate platforms.
  - Create and implement a marketing and communications plan in concert with the Director of Operations.
  - Actively manage marketing and communications plan calendar.
  - With the Director of Operations, create a consistent, effective look for the SFCB's outreach and messaging materials.
  - Develop and nurture relationships with local media. Strive to gain SFCB coverage in the local media, maintain records of media contacts and community coverage, and regularly update the SFCB's media list.

    - Take photos or arrange for photos to be taken as needed and use photos in materials and technologies to communicate to supporters.
    - Manage and regularly update SFCB's website. Monitor and manage SFCB'S online presence and messaging, update content/contact information as necessary.
    - Keep up-to-date on emerging communications technologies that could help SFCB promote its mission.
- Event management
    - Support Director of Operations in producing fundraising events and other special events, including one major public event (street festival) per year and a number of smaller events. Project duties include:
        - Overseeing event management and planning from concept to execution including facilitating the creation of event concept to developing a project/event plan, communicating with Events Committee, ensuring the plan is implemented on time and within budget;
        - Make sure event concept and print materials are on message;
        - Creation of all visual elements and printed materials for the event;
        - Liaison to vendors;
        - Event PR;
        - Coordinate, supervise and train event volunteers.
- Administrative Duties
    - Act as liaison to Marketing and Event Committees.
    - Provide monthly events and communications reports to the board.
    - Provide support to the Director of Operations as needed, and other duties as assigned.

Minimum Qualifications

- Bachelors in related field
- Success in communications and outreach (writing and press coverage samples required)
- Excellent verbal and written communicator and presenter, creative thinker and team player
- Excellent project management and organizational skills
- Strong interest in the organization's mission
- Strong desktop design and publishing skills, Adobe Creative Suite and MS Office skills required
- Experience managing website content
- High level of comfort with social media and online community building
- Experience planning and implementing special events and working with volunteers