

Job Title

Communications Manager

About El-Hibri Foundation

At the El-Hibri Foundation (EHF), we recognize that the broader social fabric is made stronger when the distinct communities that make up America are healthy, growing, and active contributors to our collective future. We believe that inclusion and collaboration are fundamental to a flourishing society. EHF works to tap into these values, so collectively we can work together to create a thriving world where everyone can achieve the American Dream.

How are we working to make these dreams realities? In our current time, the American Muslim community is facing increasing challenges that question its place in, or seek to exclude it from our national fabric. Additionally, many of the nonprofit organizations that are working to create vibrant, socially integrated communities that include American Muslims have few resources and are underdeveloped. The El-Hibri Foundation is a philanthropic organization that empowers and equips American Muslim leaders and their allies to build these thriving, inclusive communities. To this end, EHF makes grants and implements innovative programs that provide resources and skills, forge collaborative relationships, and increase inclusion of and within American Muslim communities.

Our Theory of Change

The El-Hibri Foundation (EHF) believes that if American Muslim and Ally leaders have the capacity, resources, and collaborative relationships necessary for community building, then they can become more effective in advancing inclusion in America.

- **EHF advances inclusion** of and within American Muslim communities by investing financial, physical and relational resources in individuals and organizations who share our vision of a world in which all individuals, regardless of race, religion, theology, political party, or gender, have an opportunity to thrive.
- **EHF builds capacity** through innovative programs that ensure current and future leaders have the skills and tools necessary to successfully launch and manage their organizations.
- **EHF organizes communities** by bringing people of diverse backgrounds to the table to forge new partnerships and by investing in individuals and organizations that share our belief that stronger communities are built with cooperation and collaboration.

Role Description

Communications at El-Hibri Foundation are key to our external engagement, and are pivotal across the range of work we engage in as a Foundation. As a Communications Manager, you will develop relevant communication for ongoing constituent communication. You will also draft communications, program materials, post-event reports and other communication materials.

Additionally, you will support the EHF president in external communication efforts across key media channels and support in the broader development and execution of the Foundation's communication strategy.

Responsibilities

- Develop and implement a program communications plan
- Coordinate with EHF departments to ensure development of necessary communication materials and implementation of communication plans
- Develop event and program communication materials, including marketing materials, promotional content, event summaries and other communication content
- Support marketing activities and online engagement activities for Foundation programs and events
- Work with Senior Leadership team to manage EHF branding, online presence and social platforms
- Draft releases and connect with media, news agencies and press on EHF communication and activities
- Managing various communications projects and vendors

Minimum Qualifications

- Bachelor's degree business, communications, public relations or a related field or equivalent experience
- 7 years of experience in the non-profit, philanthropic or similar space
- Excellent verbal and written communications skills.
- An understanding of the American Muslim Community non-profit and philanthropic space
- Experience in managing media campaigns across traditional and digital platforms
- Experience in brand management across platforms and managing online communities
- Experience in drafting, editing and distributing, brochures, newsletters, web content and other communications materials
- Proficiency with content management systems (ex. WIX, SquareSpace), Email marketing platforms (ex. Emma, Mailchimp), video management platforms (ex. YouTube Studio, etc.)
- Availability to work evenings and weekends in relation to programs and events
- Must be able to lift up to 25 pounds

Preferred Qualifications

- 10 years of experience in the non-profit, philanthropic or similar space
- History of developing media contacts and interacting with a wide variety of media
- Experience in working on social change national campaigns
- Work experience in the American Muslim Community non-profit and philanthropic space
- Knowledge or experience in inter/intra-faith dialogue or communication



Benefits

- Optional hybrid work model during Covid
- 11 days of paid holiday leave annually
- 15 days of Paid Time off annually growing to 20 days by year 3
- 3 days of sick leave annually
- Platinum-level group medical and dental insurance or \$5,200 opt out credit if insured otherwise
- Retirement savings account with 100% matching up to 3%
- Short-term and long-term disability plans
- Employee term life insurance
- Personal cell phone reimbursement up to \$50 per month
- Employee assistance plan

Salary is based on experience and on the Foundation's commitment to internal equity.

Distribution of Time

We anticipate your time to be split across three broad areas as follows:

- 40% Digital Communications: Social Media and Website & Other Platforms
- 40% Program Support and Communications Vendor Management
- 20% Content Production & Writing

The above is intended as an overall indication, actual time and areas of focus will fluctuate based on time of year, program calendar and broader organizational priorities and capacity needs.

Role Details and Key Activities

The below is an outline relating to current Foundation plans and are subject to change. You may be tasked with different or additional projects based on the evolving needs and demands of the organization

Digital Communications : Social Media and Website & Other Platforms [time allocation: 40%]

- Update website including posting articles, setting up landing pages for new/existing projects, content editing/updating, and general management and design/layout
- Post and engage regularly on Foundation relevant digital platforms
- Work with grants, programs and EHF team to showcase and curate content relevant to EHF audiences
- Working with EHF Video editor on curating digital content pre/post event
- Supporting content management on EHF Learning Management Software

Program Support and Communications Vendor Management [time allocation: 40%]

- Coordinate communication and promotion of event specific items through various media channels (both above and below the line)
- Design Program Booklets including content/copy, pictures, structure; manage layout/print process with design vendors; project manage with development team regarding sponsorships/advertisements
- Manage setup, use, storage, and distribution of audio/visual hardware and assets
- Work with EHF Senior Leadership team in partnership with video production vendors to develop event and promotional videos
- Help promote EHF Programs with key partners and influencers
- Attend and assist in the development and implementation of El-Hibri Foundation's programmatic activities and events
- Supervise and manage temporary or part-time communications consultants, staff and/or interns as assigned

Content Production & Writing [time allocation: 20%]

- Draft, edit, and contribute to content writing for EHF Communications including but not limited to event programs and presentations
- Generate communication including newsletters, event specific / project specific
- Track and report news relevant to the foundation and its communications strategy
- Support post event write ups and summaries for use in various communication platforms
- Support the production of annual reports including concept/theme creation, content/copy, pictures, structure; manage layout with design vendors
- Develop draft presentations for internal and external audiences



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- Produce grantee spotlights consisting of interviews, profiles, materials to assist the Foundation in analyzing and communicating the work of our grantees