Director of Communications and Outreach

The **Director of Communications & Outreach** reports to the **President & CEO**

Position Overview

This position is responsible for implementing the overall marketing and communications plan for Special Olympics Wyoming across a variety of media resources. The position is also responsible for organizational outreach which includes volunteer opportunities, grants, competitions, events, and more.

Responsibilities and Duties

Communications & Outreach

- Overall management of the organization's social media profiles, including curating content with photos, videos, and other information across several platforms. Monitor social media channels, interact with users, and respond to messages, inquiries, and comments.
- Create opportunities to amplify athlete voices and share community stories to raise brand awareness.
- Write and send press releases and media alerts to media outlets around the state. Maintain updated contact lists for media.
- Oversee photo and video needs for events, campaigns, and promotional activities, including on-site media coverage at competitions, fundraisers, and other events.
- Support the ongoing maintenance of the SOWY website and ensure information is relevant and up to date.
- Coordinate, design, and facilitate the distribution of newsletters/e-blasts and manage mailing lists.
- Track, analyze, and report measures of effectiveness and adjust as needed to improve performance.
- Stay up to date with industry trends, innovative strategies, and best practices.
- Manage and maintain all video, photo, and communications equipment.
- Manage organizational branding standards across all marketing efforts.
- Create event logos as needed.
- Develop inspiring and strategic funding proposals, utilizing internal marketing and program resources that highlight sports, health, leadership, and school programs for SOWY.
- Write, manage, and complete reporting for local and statewide grants.
- Support the planning and implementation of additional special fundraising events including Jackalope Jumps, community nights, and others.
- Collaborate with all staff at Special Olympics Wyoming to develop innovative fundraising and engagement opportunities and foster high-quality experiences for those involved with the organization.
- Coordinate volunteer databases and available opportunities for volunteers.
- Assist with management of computer programs that support funding including CRMs, peer-to-peer fundraising, and online auctions.

Other

- Work collaboratively with internal team members to further develop opportunities throughout the state.
- Attend all statewide competitions and events; assist with other competitions, fundraisers, and events.
- Enter participant paperwork into Special Olympics Wyoming software.
- Perform other duties as assigned.

Requirements

- Bachelor's degree or combination of equivalent similar work experience/education required.
- Strong organizational and communication skills required. Ability to handle multiple projects simultaneously and willingness to work in a team setting as well as independently.
- Proficient in Microsoft Office programs, Canva, Google Suite, and current social media platforms.
- Experience with video editing platforms and content creation.
- Experience with Special Olympics preferred.
- Travel statewide and work a non-traditional 40+ hour week at times, causing 50- or 60-hour work weeks. Position may also require occasional out-of-state travel and training.
- Physical Demands: Position requires both standing and sitting. Must be able to lift and carry light loads (10-40 pounds).

NOTE: This job description is not intended to be all-inclusive. Employee may perform other related duties as negotiated to meet the ongoing needs of the organization.

Other Skills/Abilities

- Serve as a spokesperson for the organization as needed.
- Understand and share the Special Olympics Mission Statement.
- Willingness to work as a team player to enhance the entire Special Olympics Wyoming program.

TO APPLY: Please submit resume and cover letter to Jennifer Haines, President & CEO by email to ceo@specialolympicswy.org detailing why you would like to work for Special Olympics Wyoming. Applications will be reviewed as they are received. Inquiries may be directed to Jen at (307) 235-3062.

About the Director of Communications and Special Programs position:

Salary position with a starting range of $47,000-$52,000 annually. Position based at the Casper, WY office. Position offers health and dental insurance for employee (company pays 75% of premium). Retirement plan match of up to 3% available after 90 days. Additional benefits include paid vacation, personal, holiday, and sick leave.

Diversity and Inclusion are at the heart of all that we do at Special Olympics Wyoming as we strive to promote unity and create a world where everyone belongs. We value, celebrate, and respect all differences, backgrounds and perspectives and understand that greater diversity and inclusion creates a stronger and more innovative organization that delivers better results as we work with the athletes in all communities.

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