



Make-A-Wish Foundation® Metro and Western New York

Senior Manager, Brand Communications

Job Title: Senior Manager, Brand Communications

Location: Buffalo/Rochester, NY
(Hybrid)

Reports to: Regional Director, Western New York

Salary Range: \$60,000-\$70,000

Supervisory Responsibilities: Intern(s); Volunteers

Type of position:

☒ Full-time ☐ Part-time ☐ Intern

☒ Exempt
☐ Nonexempt

Position Summary

The Senior Manager, Brand Communications (SMBC) is a proactive and strategic member of the Western New York leadership team and greater Metro and Western New York Chapter, helping to advance the Make-A-Wish agenda in the greater WNY region (made up of 17 counties including Buffalo and Rochester). The position plays a crucial role in the WNY Advancement Team and valuable contributor to the Make-A-Wish Metro and Western New York Chapter Brand & Communications Team.

The SMBC manages integrated marketing and communications efforts including serving as the chief regional storyteller; creating and implementing impactful regional campaigns in concert with the team; and management, planning and analysis of a broad array of regional communication activities (both digital and traditional).

The position requires relationship-building abilities, communication skills, and an understanding of the multiple stakeholders in the Make-A-Wish community. This position plays an essential role in engaging key stakeholders, including wish children/families/alumni, community partners, volunteers, and current and prospective donors.

The successful candidate is a team player who juggles multiple tasks and priorities and exercises sound judgment, pulling in other team members, departments, and expertise from the Metro and WNY Chapter, Make-A-Wish America, community, and industry as required.

The ideal candidate has significant experience in storytelling as well as traditional and digital marketing and an understanding of the importance of integrated, creative, and strategic brand messaging and storytelling to drive successful outcomes.



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Primary Duties

General

- With the Regional Director and the WNY Leadership Team, develop and implement annual strategic marketing communications priorities and goals for the region.
- Play a principal role with key MAW events/partnerships including the annual Galas, Radiothons and national partnerships including content development and event/campaign production and support.
- Participate in and contribute to all chapter-wide Brand Communication's Team meetings and initiatives as required.
- Be an active member of the regional and advancement teams' - contributing to team dynamic and collaborative enterprise while providing communication expertise.
- Share management responsibilities for office interns and volunteers as needed.

Content Development and Storytelling

- Play lead collaborative role in all storytelling leading up to and production during Make-A-Wish's largest annual events including Buffalo and Rochester Galas and Radio/Telethons.
- Collaborate with assorted departments/colleagues to gather and produce regular content (written stories, photos and video assets) to support email, website, traditional, and social media campaigns including collateral materials and reports/proposals.
- Work in conjunction with the team, wish families, alumni, and other constituents to best identify, follow, and capture crucial stories of particular interest/use including archiving and contributing to the chapter's content hub.
- Work with chapter colleagues to contribute to social media including Facebook, Twitter, Instagram, YouTube, and LinkedIn. Monitor and develop additional unique engagement opportunities regionally as needed.
- Work directly with colleagues in Brand & Communication, Development and Program Services to develop overall communication strategies as well as specialized marketing and public relations campaigns.
- Help facilitate regional graphic design requirements as needed by assorted means.
- Monitor chapter website and chapter calendar content to ensure Western New York has current information reflected throughout.

Constituent Engagement



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- Work to proactively engage select wish children, families and alumni and the communities in which they reside or are treated.
- Identify and develop opportunities to engage key regional stakeholders and partners to further reach, exposure and understanding.
- Help to manage and support key National Make-A-Wish partnerships in the region.
- Work with colleagues to deepen ties with donors, volunteers, and community partners to inspire greater engagement and impact.
- Develop and manage relationships with key partners, media, sponsors, donors, and influencers as required.

Traditional Media

- Pitch stories of interest to regional media entities and prepare content, press releases, and media advisories.
- Coach spokespersons (staff, volunteers, board, families & other stakeholders) in preparing for interviews.
- Provide perspective and insight to the department on internal, peer and industry developments in relation to the media, marketplace and region.
- Act as a MAW representative and spokesperson as needed.

Compliance/Reporting

- Enforce Make-A-Wish brand standards, adhere to communications best practices, policies and procedures.
- Track communication activities, maintain ongoing activity reports and prepare updates for the department, boards and others, as needed.
- Collaborate with National Office as point of contact for celebrity approvals, trademark violations and nationwide corporate partnership relations.

Qualifications, Competencies and Experience

- Bachelor's Degree required, preferably in communications, marketing, or journalism.
- 4-6+ years of experience required in writing and editing (and pitching) traditional/media communications, creating and monitoring social media content, and analysis.
- Exceptional communications skills.
- Ability to manage multiple projects simultaneously achieving larger objectives.
- Available and flexible to work a varied schedule (evenings and weekends) to ensure coverage of important Make-A-Wish activities and events.
- Regular local travel required within the greater Western New York area (between Buffalo and Rochester offices). Additional travel may arise based on business needs.



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- General computer proficiency required. Photoshop, Illustrator, InDesign and other design experience a plus.
- Experience with database systems such as Salesforce or Raiser's Edge a plus.
- Ability to work autonomously in a changing environment while keeping colleagues and supervisors apprised of issues, opportunities, and progress.
- Commitment to and a passion for the mission of the Make-A-Wish Foundation.
- Valid driver's license and reliable transportation.

Physical Demands:

The physical demands and work environment listed here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodation may be made to enable a person with disabilities to perform the essential functions.

- While performing this job employees may occasionally be required to talk, stand or sit for long periods of time, walk, climb stairs, key data, stoop, twist, bend, crawl, speak and hear
- Person must also be able to move/lift to 20 pounds

Diversity, Equity & Inclusion Commitment Statement:

Committed to attracting and retaining a diverse staff, MAW Metro New York and Western NY will honor your experiences, perspectives and unique identity. Together, our community strives to create and maintain working and learning environments that are inclusive, equitable and welcoming.

Disclaimer:

The above statements are intended to describe the general nature and level of work being performed by people assigned to this position. They are not to be construed as an exhaustive list of all responsibilities, duties, and skills required. All personnel may be required to perform duties outside of their normal responsibilities from time to time, as needed.

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Please note: only applications submitted through this link via Formstack will be considered for this position.