



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

Senior Manager, Brand Communications

<b>Job Title:</b> Senior Manager, Brand Communications	<b>Location:</b> Buffalo/Rochester, NY (Hybrid)
<b>Reports to:</b> Regional Director, Western New York	
<b>Salary Range:</b> \$60,000-\$70,000	
<b>Supervisory Responsibilities:</b> Intern(s); Volunteers	
<b>Type of position:</b> <input checked="" type="checkbox"/> Full-time <input type="checkbox"/> Part-time <input type="checkbox"/> Intern	<input checked="" type="checkbox"/> Exempt <input type="checkbox"/> Nonexempt
<b>About the Organization:</b> <p>The Make-A-Wish Metro New York and Western New York Chapter is dedicated to granting life-changing wishes for children with critical illnesses. Our service area encompasses the New York City metropolitan area (5 boroughs), Long Island, and the major cities of Buffalo and Rochester, along with 17 surrounding counties in that region. Together, this expansive territory accounts for over 70% of the total population of New York State.</p> <p>Through our comprehensive reach, the Make-A-Wish Metro New York and Western New York Chapter is uniquely positioned to transform the lives of New York children and families facing unimaginable challenges. While our operations are in two distinct geographical areas (Metro New York and Western New York, respectively), we function as a cohesive unit, leveraging our collective resources and expertise to provide hope, strength, and joy to children with critical illnesses across the entirety of our diverse region.</p>	
<b>Position Summary:</b> <p>The Senior Manager, Brand Communications (SMBC) works across all departments and geography of this dynamic Make-A-Wish chapter with a primary focus in Western New York. The SMBC is a key member of the Western New York leadership team as well as a valuable contributor to the greater Metro and Western New York Brand and Communications Team.</p> <p>The SMBC plays a crucial role in managing overall regional marketing and communications efforts including serving as a regional storyteller, helping to plan, create and implement regional campaigns, and management of a broad array of regional communication activities (digital and traditional). Additionally, the SMBC plays a vital role as a member of the chapter-wide brand and communications team. In this capacity, the SMBC contributes to the development and execution of cohesive branding and messaging strategies that align with and advance the overall mission and goals of the Chapter.</p> <p>The position requires superior communication skills, project-management and relationship-building abilities, and an understanding of the multiple stakeholders in the Make-A-Wish</p>	

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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 highly motivated, organized team player who juggles multiple tasks and priorities, pulling in other team members and expertise from the larger team as required. The ideal candidate has experience in storytelling as well as traditional and digital marketing to raise awareness, attract donors, and recruit supporters.

#### **Primary Duties:**

##### **General**

- With the Regional Director and the WNY Leadership Team – and as part of the larger Chapter team - develop and implement marketing and communications priorities and goals for the region.
- Play a principal role in key MAW events/partnerships including the annual Galas, Radiothons and national partnerships.
- Participate in and contribute to all chapter-wide meetings and initiatives as required.
- Be an active member of the regional advancement team- contributing to team dynamic and collaborative enterprise while providing communication guidance.
- Share management responsibilities for office interns and volunteers as needed.
- Uphold and reinforce Make-A-Wish brand standards, adhere to communications best practices, policies and procedures.

##### **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 departments/colleagues to gather and produce regular content (written stories, photos and video assets) to support communications including email, website, traditional, and social media campaigns. collateral materials and reports/proposals.
- Engage wish families, alumni, and other stakeholders and constituents to identify and capture crucial stories of particular interest/use.
- Work with Chapter colleagues to contribute to social media planning including Facebook, Twitter, Instagram, YouTube, and LinkedIn. Monitor and develop additional unique engagement opportunities regionally as needed.
- Help facilitate regional graphic design requirements as needed.
- Monitor chapter website and calendar content to ensure Western New York has current information and representation reflected throughout.
- Work with the Chapter team to increase multilingual outreach and communication efforts across the diverse communities we serve.



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#### **Constituent Engagement**

- Engage wish families, children, 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, awareness 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. Prepare necessary content, press releases, and media advisories.
- Coach spokespersons (staff, volunteers, board, families & other stakeholders) in preparing for interviews.
- Act as a MAW representative and spokesperson as needed.

#### **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 written and verbal communications skills.
- Second language skills (Spanish, Arabic or Mandarin) beneficial.
- Ability to manage multiple projects simultaneously.
- 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 and within the 17-county region). Additional travel may arise based on business needs.
- 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.
- A passion for the mission of the Make-A-Wish Foundation.
- Valid driver's license and reliable transportation.



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### **Top Benefits:**

As a team member at Make-A-Wish Metro and Western New York you'll enjoy:

- Benefits: Comprehensive healthcare, dental and vision plan, 403B plan, annual merit increase and annual incentive compensation bonus.
- Career development: Professional development reimbursement.
- Flexible work schedule: Hybrid work model of on and off-site work.

### **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.**



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