



Job title: Manager, Brand Communications	Location: Buffalo/Rochester, NY (Hybrid)
Reports to: Chief Marketing & Communications Officer	
Salary Range: \$55,000 - \$60,000	
Type of position: Full time, Exempt	

Position Summary:

The Manager, Brand Communications serves as the Western New York communications, storytelling, and creative lead for Make-A-Wish Metro New York and Western New York.

Working across Buffalo, Rochester, and surrounding communities, this role is responsible for developing compelling stories, supporting signature fundraising events, creating marketing and communications materials, cultivating media relationships, and ensuring strong representation of Western New York across chapter communications efforts.

As a member of the Brand & Communications team, the Manager serves as an important connector between regional stakeholders and the chapter's centralized communications efforts. This position works closely with colleagues across Development, Mission Delivery, Volunteer Engagement, and Brand & Communications to identify opportunities, gather stories, support fundraising initiatives, and strengthen awareness of the organization's mission and impact throughout Western New York.

The ideal candidate is a skilled communicator, storyteller, creative professional, and relationship-builder who can work independently, manage multiple priorities, confidently uphold brand standards, and collaborate effectively across teams and geographic regions.

Essential Responsibilities**Storytelling & Content Development (30%)**

- Serve as the primary storyteller and content gatherer for Western New York.
- Identify and cultivate relationships with wish families, volunteers, donors, medical partners, corporate supporters, and community stakeholders to uncover compelling stories and content opportunities.
- Capture and develop written, photographic, and video content for use across social media, digital campaigns, fundraising initiatives, stewardship efforts, email marketing, and chapter communications.
- Maintain an active pipeline of Western New York stories and content opportunities for chapter-wide communications efforts.
- Participate in content planning and editorial discussions, contributing ideas informed by regional audiences, trends, and community perspectives.



- Help ensure balanced and equitable representation of Buffalo, Rochester, and surrounding communities across communications channels.

Signature Event Communications & Production (25%)

- Serve as the communications lead for key Western New York fundraising and community engagement events, including:
 - Gala (Buffalo), Gala (Rochester), Radiothon (Buffalo), Wishathon (Rochester), Community fundraising events, Corporate partnership activations
- Partner with Development and Mission Delivery teams to identify compelling wish stories, family participants, speakers, and mission moments that support fundraising and engagement objectives.
- Coordinate the recruitment, preparation, scheduling, and support of wish families and other featured participants for events, media opportunities, and storytelling initiatives.
- Help develop event narratives, program content, mission moments, presentations, scripts, and storytelling components that inspire audiences and support fundraising goals.
- Manage communications-related event logistics, timelines, approvals, and stakeholder coordination.
- Serve as a primary liaison to external creative vendors including videographers, photographers, and production partners.
- Coordinate content collection, interviews, creative development, and production schedules for event-related deliverables.
- Ensure participating wish families have a positive, supportive, and well-coordinated experience throughout the event process.

Creative Services & Brand Stewardship (25%)

- Serve as the primary creative resource for Western New York.
- Create and adapt marketing and communications materials that support fundraising, mission delivery, volunteer engagement, donor stewardship, community outreach, and corporate partnerships.
- Design and produce:
 - Event branding elements, Event signage, Presentation decks, Social media graphics, Sponsor recognition materials, Print collateral, Promotional materials, Digital marketing assets, Event programs, Recruitment and engagement materials
- Translate chapter brand standards into effective regional applications across a variety of audiences, formats, and communication channels.



- Utilize Canva and other design tools to create professional, visually compelling, and brand-aligned communications materials.
- Coordinate print production and external vendors as needed.
- Maintain brand consistency across all regional communications and creative materials.
- Provide guidance and recommendations regarding messaging, visual identity, and brand standards.

Media Relations & Community Engagement (15%)

- Build and maintain relationships with media outlets and journalists throughout Buffalo, Rochester, and surrounding Western New York communities.
- Identify opportunities to secure earned media coverage that advances awareness of Make-A-Wish and its mission.
- Draft press releases, media advisories, talking points, fact sheets, and other media materials.
- Coordinate and support interviews involving wish families, volunteers, staff, board members, and community partners.
- Represent the organization at community events, partnership activations, and public-facing engagements as appropriate.
- Monitor local news, community trends, and emerging opportunities to inform communications efforts.
- Help ensure messaging reflects the interests and perspectives of Western New York audiences while remaining aligned with chapter-wide brand standards.

Collaboration & Regional Representation (5%)

- Serve as a collaborative partner to colleagues across Development, Mission Delivery, Volunteer Engagement, and Brand & Communications.
- Build strong relationships throughout Buffalo, Rochester, and the broader Western New York community.
- Maintain a regular presence across both Buffalo and Rochester, including frequent travel between markets to strengthen stakeholder relationships and regional understanding.
- Travel throughout Western New York, including rural communities, to support storytelling, events, media opportunities, and relationship-building efforts, as needed.
- Communicate proactively with colleagues to ensure alignment, visibility, and collaboration across projects and initiatives.



Qualifications

Required

- Bachelor's degree in Communications, Marketing, Public Relations, Journalism, Graphic Design, or a related field. Equivalent professional experience or demonstrated skill will be considered.
- 3-5 years of professional experience in communications, marketing, public relations, content development, media relations, creative services, event communications, or a related field.
- Exceptional written, verbal, and interpersonal communication skills.
- Strong project management and organizational abilities.
- Experience managing multiple projects and deadlines simultaneously.
- Strong relationship-building and stakeholder management skills.
- Demonstrated experience creating professional communications and marketing materials.
- Proficiency in Canva and strong understanding of visual design principles.
- Experience creating content for social media and digital communications channels.
- Strong visual communication skills and demonstrated ability to create compelling, audience-focused creative materials.
- Ability to work independently while maintaining strong collaboration and communication across teams.
- Ability to travel to the chapter's Rochester office one time per week.
- Valid driver's license and reliable transportation.

Preferred

- Experience with media relations and earned media outreach.
- Familiarity with Buffalo and Rochester media markets.
- Existing relationships within Western New York community, media, nonprofit, or corporate networks.
- Experience supporting fundraising events, nonprofit organizations, or mission-driven brands.
- Proficiency in Adobe Creative Cloud, including InDesign, Photoshop, and Illustrator.
- Experience capturing photography and short-form video content.
- Experience creating and editing video for social and digital channels.



- Familiarity with email marketing platforms, content management systems, and CRM databases.

Diversity, Equity & Inclusion Commitment Statement:

Make-A-Wish is committed to championing diversity, equity and inclusion, fostering an organization that is accessible and welcoming to all. Our vision to serve every eligible child is not only an aspiration; it is a strategic intent. In order to reach every eligible child, we need to continually evaluate and evolve along with our demographic environment. It is only through our mosaic of different cultures, perspectives and experiences that we can grant life-changing wishes to every eligible child.

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.

How to Apply:

Please apply on our website [here](#).