



Job Posting: Communications Manager

Location: Long Beach Office, 1301 Pine Ave. Long Beach, CA 90813

Classification/Status: Non-Exempt/ Full-Time

About The Guidance Center (TGC):

The Guidance Center is a private, nonprofit community agency incorporated in California in 1946. We operate four mental health service delivery sites in southeast LA County, including Long Beach, San Pedro, Compton, and Avalon (Catalina Island). The mission of TGC is to provide comprehensive mental health treatment to our community's most disadvantaged children and their families struggling with mental illness and abuse, leading them toward a positive and productive future. TGC offers a competitive benefits package including medical, dental, vision, 403b with employer match, vacation, and 12 paid holidays.

Summary Statement:

Under general supervision of the Chief Development Officer responsible for creating and implementing media, marketing and development communications materials to heighten awareness and philanthropic support of The Guidance Center. Responsible for the development and implementation of The Guidance Center's communication and public relations plan. Create and maintain agency "messaging" (written and graphic) standards for staff and Board of Directors. Develop informative content, press releases, and media opportunities to share the Agency's mission. Identify networking opportunities in the community and establish relationships. Oversee the development of social media programs and annual reports. Supervise Marketing and Events Specialist.

Regular attendance is an important factor in employee's job performance in order for The Guidance Center to maintain efficient operations. When employees are absent, schedules and commitments fall behind, and other employees may need to assume added workloads. Employees are expected to report to work and on time..

Qualifications:

A minimum of five years writing and related development experience required. A Bachelor's degree in Communications, Public Relations, Journalism or related field. Previous experience in nonprofit public relations or communications preferred. Excellent communications skills and the ability to successfully interact with groups of people and develop ongoing relationships. Detail oriented with the ability to manage multiple projects and meet deadlines. Possess strong speaking skills and previous experience with the media required. Excellent usage of spoken/written English grammar, including excellent proofreading skills. Must be flexible, willing to learn, capable of taking directions and working with multiple levels of management. Ability to attend events which may occur in the evenings or on weekends.



Must have vehicle and maintain a valid CA driver's license and automobile insurance, or other reliable transportation to travel to cities in Long Beach, San Pedro, Compton, or other areas in which the Center has business. Travel may also include travel by charter boat to the Island of Catalina in Avalon.

Computer literate in Microsoft Office programs, such as Word, Excel, Outlook. Depending on position within the agency, may be required to possess or ability to learn, PowerPoint, Publisher, Access or related database management software.

Duties (but not limited to):

1. Develop and implement all PR strategies, including an external and internal communications plan that supports the Agency's annual operating and development plan
2. Oversee public relations, including writing and distributing press releases, advertorials/editorials, weekly blog, etc.
3. Edit proposals, letters and other communications initiated by staff and Chief Development Officer
4. Create scripts, set schedules, and produce videos to publicize the Agency's activities
5. Respond to requests for information from the media or designate an appropriate spokesperson or information source. Prep and provide talking points to appropriate staff, board members for interviews across all media formats
6. Develop speaker's bureau, including training of executive staff and management as public speakers
7. Manage social media presence and direct programs to improve social media reputation and recognition. Develop and oversee social media campaigns, ensuring content is up-to-date and reflects current activities and interests. Ensures brand guidelines are met on social media
8. Identify emerging trends and continue to grow existing social media audiences for The Guidance Center within the social media and online community and identify opportunities and make recommendations based on analytics to support specific agency objectives. Stay appropriately networked and keep abreast of trends, news, events and deadlines, so that all possible, new or enhanced opportunities are exploited
9. Promote content and foster engagement with current and prospective donors across Facebook, LinkedIn, Instagram, Twitter, Vimeo and YouTube with the potential of taking on new social media platforms
10. Manage execution of editorial calendar. Develop weekly, monthly, quarterly, and annual media activity reports.
11. Oversee the development of annual report and other printed materials as needed; assist staff with production of print and digital materials for fundraising events. Work closely with staff to produce a range of print and online materials promoting the work of the Agency.
12. Track, monitor and evaluate PR strategies and media impressions. Build and expand press and media contacts and raise visibility of the Agency in the community.
13. Establish and maintain effective working relationships with clients, government officials and media representatives; interact with the community at large (community partners, other programs and funding sources) in a manner that facilitates and enhances the mission of the Agency.
14. Responsible for researching and determining special events for the Agency's participation



- and makes recommendations to Chief Development Officer. Prepares calendar of events and represents the Agency at public and community functions when required. Attends and participates in various special events annually. This may include evenings and weekends.
15. Serve as main point of contact for community outreach and manage community based special projects
 16. Handle the internal communication response to crisis situations which affect organizational perception and reputation
 17. Undertake continuous analysis of competitive environment and consumer trends
 18. Supervises Marketing and Event Specialist. Ensures branding and messaging consistency internally and externally. Edits and provides a second set of eyes on marketing materials as needed.
 19. May be asked to deliver or pick-up important documents from/to other agencies in the greater Long Beach/downtown Los Angeles areas.
 20. Knowledgeable of, or possess the ability to learn and adhere to the prevailing governmental laws and regulations regarding employee/patient's rights to confidentiality and limits thereof including compliance with HIPAA, federal and state laws.
 21. Attends and participates on committees as requested and in job-related seminars, workshops, and webinars as required to maintain proficiency in designated field of employment. Participation is also required in program-specific and Center-wide meetings, including staff meetings and retreats/trainings. As a member of The Guidance Center, there is also a requirement to keep abreast of HIPAA security rules, and relevant regulatory body's administrative, physical, technical and security guidelines and laws as relevant to scope of responsibilities.

Equal Employment Opportunities:

The Guidance Center provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion (including religious dress and grooming practices), gender, sexual orientation, gender identity, national origin, age, disability, pregnancy (including breastfeeding and conditions related to breastfeeding), genetic information, marital status, ancestry or status as a covered veteran in accordance with applicable federal, state and local laws. The Guidance Center complies with applicable state and local laws governing nondiscrimination in employment in every location in which the company has facilities. This policy applies to all terms and conditions of employment, including hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation and training. We are firmly committed to maintaining a work setting in which people of diverse backgrounds and lifestyles may grow personally and professionally.

The Guidance Center expressly prohibits any form of unlawful employee harassment based on an individual's race, ancestry, color, religion (including religious dress and grooming practices), national origin, marital status, sex (including sexual harassment and gender identity), sexual orientation, disability (physical or mental including HIV/AIDS diagnosis), pregnancy (including breastfeeding and conditions related to breastfeeding), medical condition (cancer and genetic characteristics), age (40 or over), military and veteran status, or exercising the right to any legally provided leave of absence in the application of any policy, practice, rule or regulation.



Improper interference with the ability of The Guidance Center employees to perform their expected job duties is absolutely not tolerated.

How to Apply:

For immediate consideration, please submit resume to humanresource@tgclb.org