



Position Description

Title: Director of Communications
Reports to: CEO
Supervises: Media Specialists, temporary interns, and freelancers
Coordinates: Development Manager
Supports: Entire agency, especially Senior Staff and Program Managers
Salary range: \$70-80,000, Exempt position
Start date: Estimated, October 1, 2025
Benefits: Eligibility for health insurance benefits on the 1st day of the month after 60 days of employment and 403b retirement plan participation after one year. Also eligible for other employee benefits (paid-time off, Oaceus Wellness program, with eligibility determined by the Employee Handbook, as revised.)

Position Summary: Supervises and manages the PR/Marketing team to ensure consistent branding, content creation, and messaging to support agency programs and encourage financial support from followers/readers.

Position Responsibilities:

- Lead weekly face-to-face meetings with the PR/Marketing team
 - Have a written agenda and follow-up notes in accordance with HFM/CARF standards
- Monthly, review the upcoming special days/weeks/months for the upcoming month and plan events that best connect to HFM programs. Determine if a social media post or newsletter article should feature that special day/week/month, and begin planning content in collaboration with appropriate HFM program staff
 - If there is no specific program to connect to, the PR/Marketing team is encouraged to create content that mentions HFM in general.
- Manage workflow and task assignments using Monday.com or an equivalent project management platform to ensure timely and accurate print/social outreach
- Review the staff requests for social media, graphic design, and newsletter articles and re-prioritize as needed to serve the overall organization's needs (and event deadlines) by assigning them to others on the team or freelancers.
- Review social media and graphic design posts before they are published for visual appeal, conformance to HFM standards, and grammar/punctuation editing.
- With attention to HFM branding, ensure that all print materials (postcards, flyers, banners, signs, T-shirts, advertisements) conform to branding standards.
- Review and approve staff time sheets, ensuring that actual hours worked are logged for when the staff team works, in accordance with the law. Includes PTO requests and performance evaluations.
- Must personally subscribe to all the social media channels where HFM appears and follow our competitors and collaborators so that we can review their posts and



like/comment on them. These include Facebook, Instagram, YouTube, LinkedIn, and anything new (as determined by Senior Staff).

- After the Program Managers or Senior Staff have submitted ideas for newsletter articles, follow up with contacts to obtain quotes, article information, and photos, as appropriate. Ensure that the articles are written by the deadline for the appropriate issue. The Communications Director has final responsibility for writing/editing articles.
- Assist with writing, designing materials, and logistics for any Volunteer or Special Events.
- Write and help design a Donor packet or Infographic used for fundraising.
- Ensure that annual Gala and other fund-raising events have print and website materials ready (Sponsorship deck, invitations) and that a comprehensive PR plan or schedule is developed well in advance of the event(s).
- Prepare for Give Miami Day, beginning in August, in collaboration with the CEO and the other members of the PR/Marketing team. Will help plan community events that raise awareness of GMD and Hope for Miami, and design a coordinated newsletter & social media campaign for GMD events and activities.
- Ensure and assist with the regular monthly updates of the Hope for Miami website
- Work with the PR team to develop new program logos (including webpages, Program Summary, and other print or marketing materials for new programs.
- Monitor the Google Ad grants (writing or editing copy, reviewing the analytics)
- Review Search Engine Optimization efforts to build website audiences
- Review the newsletter and social media analytics regularly for trends and audience outreach.
- Write/edit social media captions to ensure branding consistency
- Write/edit or assign newsletter articles that promote HFM programs and events.
- Write/edit scripts for videos (which are loaded on our YouTube channel and embedded in social media or newsletter articles.)
- Select photos from event folders to be used for publicity purposes, as needed.
- Monitor social media and marketing trends as a Communications team to make changes to how we reach our various audiences.
- Lead the team in setting annual goals for publicity and outreach.

Required Skills and Competencies:

- Minimum three years of management of a PR staff team
- Excellent written communication skills in English
- Strong competency in social media platforms
- Familiarity with project management software platforms
- Background in visual communication (photography, video, social media)
- Prior experience in business marketing
- Excellent administrative skills (MS Office, Google, internet tools)

Helpful, but not required skills:

- Bi-lingual communication in written Spanish



- Website management (currently using Wix)
- Public relations experience
- Familiarity with Adobe Suite tools

Contact Elsi Binet, Human Resources Manager with your resume: elsi@hopeformiami.org
786-388-3000.