



Position Description: Communications Manager

The [National Association of Development Organizations \(NADO\)](#) and its non-profit affiliate the [NADO Research Foundation \(NADO RF\)](#) are seeking a Communications Manager to coordinate messaging and outreach activities and to support communications deliverables for various grant-funded programs. Responsibilities include, but are not limited to drafting, editing, and distributing various forms of written communication highlighting NADO member activities and NADO RF programming; writing, managing, and updating web content; developing and disseminating newsletters and other updates; building and curating social media platforms; graphic design for written and printed content; and coordinating outreach for NADO awards programs.

The Communications Manager will have strong organizational skills, with the ability to establish priorities, manage multiple demands and projects, and meet deadlines. The position requires excellent writing, speaking, and interpersonal skills and an ability to set goals, take initiative, use sound judgment, and work effectively and cooperatively with all levels of staff, NADO members, and organizational partners.

With guidance from the Deputy Executive Director and Associate Directors, the Communications Manager is under direct supervision from the Executive Director.

Specific Responsibilities

- Designs, manages, and delivers the NADO and NADO Research Foundation's communications and outreach strategy to promote and amplify the work of staff, member organizations, and partners.
- Leads communications activities by designing, writing, editing, and sharing communications and outreach materials across a variety of platforms.
- Develops written content and design elements for NADO communications, including our weekly *NADO News* e-newsletter, e-mail campaigns and updates, and other forms of written communication.
- Updates NADO's website with relevant and timely content.
- Grows and maintains a high-quality presence for NADO on social media channels (Facebook, Twitter, and LinkedIn), and evaluates new digital opportunities as they evolve.
- Manages, designs, and deploys innovative digital campaigns for NADO and NADO RF to reach members, partners, and funders via social media and other digital channels.
- Utilizes various analytics tools to track performance of website and social media content, campaigns, channels, etc. and uses data analysis to make strategic recommendations for improvements, including SEO optimization.
- Provides design support for written and printed materials, including layout for reports, issue briefs, case studies, and more.
- Helps to ensure communications-related NADO RF grant deliverables are met, including communicating by phone, email, in-person, or via virtual platforms with regional development organization professionals, other professional staff and members of other associations, federal agency partners, and other stakeholders.
- Manages event-related communications activities in collaboration and coordination with staff.
- Manages communications and outreach efforts in support of NADO Awards programs (Impact Awards, Excellence Awards, and Photo Contest).
- Other duties as assigned.

Required Skills/Experience

- Strong written, verbal, and digital communication skills.
- Strong organizational skills and ability to manage multiple priorities and tasks at once.

- Ability to work well independently and as a member of a hybrid team.
- Ability to think and plan strategically.
- Ability to tailor voice and content to various audiences depending on platform, as well as develop resources that are accessible for wide-ranging audiences.
- Basic skills with Microsoft Office products, such as Outlook, Word, PowerPoint, and Excel, as well as Adobe Acrobat Pro, required.
- Prior experience with WordPress and MailChimp and/or Constant Contact required.
- Prior experience updating and maintaining a website required; experience with Elementor preferred.
- Prior graphic design experience; familiarity with Adobe InDesign and Canva preferred.
- Proficiency with various virtual meeting and training platforms including Microsoft Teams, Zoom, the GoToMeeting suite of training programs, and others.
- Must be available to travel to NADO events throughout the year (2023 events schedule available [here](#)).
- General interest in regional and local planning, resilience, workforce development, transportation, environment, and/or community and economic development issues, those impacting small metro and rural communities, preferred.

Educational Requirements

Bachelor's degree required (marketing, communications, journalism, English, or similar fields preferred).

Minimum two years of related communications work experience required, preferably in the public policy and/or non-profit sector.

About NADO and the NADO Research Foundation

The [National Association of Development Organizations \(NADO\)](#) is a membership association that represents the network of Regional Development Organizations (RDOs) across the country that includes about 400 federally funded Economic Development Districts (EDDs) that encourage economic development planning and project implementation in distressed urban, suburban, and rural regions. NADO advocates for federal policies and programs that promote equitable community development, economic competitiveness, rural development, economic mobility, and quality of place. The [NADO Research Foundation \(NADO RF\)](#), NADO's non-profit affiliate organization, provides technical assistance, education, research, and training to support and strengthen the national network of RDOs. NADO RF provides thought leadership, conducts research, and produces publications focused on promising practices and innovative approaches that promote regional community development.

NADO and the NADO RF are committed to incorporating diversity, equity, and inclusion into all aspects of our work and seek to build a staff that reflects this commitment.

Supervisory Controls

The Communications Manager works under the daily general supervision of the Executive Director who will assign tasks, monitor progress on projects and provide guidance, information, or editorial review, and project assignments. The Communications Manager coordinates and carries out successive steps in completing projects.

Complexity

The Communications Manager's assignments can be varied in scope and complexity. The position must react to changing situations and design comprehensive solutions to satisfy management objectives and project deliverables. The Communications Manager is expected to exercise tact and sound judgment in day-to-day activities and contacts with other organizations and is expected to promptly notify supervisor or senior staff of potential problem areas.

Physical Demands

The work is generally sedentary, although some slight physical effort may be required. The work requires frequent

computer and telephone use. Occasional domestic travel is required to attend conferences, events, or other locations for production of project deliverables. This is a full-time position and based in Washington, DC. The NADO office is located in Washington, DC, and is designed to offer a hybrid work experience with staff working from home and in the office as needed or desired.

Compensation and Benefits

Competitive salary commensurate with experience and qualifications. Full benefits include medical, dental, vision, retirement, and annual leave.

Application Process

Please submit the following items to Opportunities@nado.org with the subject line “Communications Manager”:

- 1-page maximum cover letter explaining why you are interested in the position and working at NADO, and how your skills and experiences meet the position requirements outlined above
- Resume
- 3-4 examples of communications-related work and expertise, such as newsletter content, a social media campaign, a graphic design project, or other written material. *Please consolidate all examples into one single attached document (PDF preferred).*

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