



## Communications Manager Full-Time, Exempt, Hybrid Position

### Who We Are:

Big Brothers Big Sisters Greater Fredericksburg (BBBS) creates and supports one-to-one mentoring relationships that ignite the power and promise of youth. We believe that all young people deserve to achieve their full potential, and we are committed to making that vision a reality across Fredericksburg and surrounding counties.

### What You'll Do:

The Communications Manager serves as an ambassador for Big Brothers Big Sisters Greater Fredericksburg, helping to expand community awareness, donor engagement, and volunteer interest. Through strategic communications and relationship-building, this position helps strengthen the community support that fuels our mission. This position will:

- **Manage Communications & Marketing:** Create and maintain newsletters, blogs, email campaigns, social media content, marketing materials, and website content to increase volunteer recruitment, donor engagement, and community awareness. Lead implementation of the organization's marketing plan while maintaining brand standards.
- **Coordinate Events & Projects:** Coordinate and lead fundraising events, outreach initiatives, stewardship activities, and community engagement events. Manage timelines, logistics, sponsorship tracking, registration management, vendor coordination, communication materials, event implementation, and post-event follow-up.
- **Support Fundraising & Donor Engagement:** Manage annual giving campaigns, sponsorship outreach, donor stewardship, fundraising initiatives, Giving Tuesday, and community partnership cultivation. Assist with grant research, writing, tracking, and reporting. Help strengthen a philanthropic culture that advances the mission of BBBS.
- **Oversee CRM & Analytics:** Serve as the primary staff member responsible for maintaining donor records within the customer relationship management database. Track donor engagement, communication performance, sponsorship outcomes, event participation, and outreach metrics to support organizational planning and decision-making.
- **Lead Community Engagement Efforts:** Represent BBBS at community events, networking opportunities, presentations, and outreach activities. Build and strengthen relationships with donors, sponsors, businesses, civic organizations, and community partners.
- **Support Volunteer Recruitment & Outreach:** Assist with volunteer recruitment through presentations, community outreach, tabling events, and engagement activities. Professionally communicate the mission and impact of BBBS to diverse audiences.
- **Collaborate & Problem Solve:** Work closely with the Executive Director to implement strategic priorities, improve systems and processes, manage multiple projects, and support organizational growth. Manage interns and volunteers assigned to outreach, communications, fundraising, marketing, or event-related projects.



### What We're Looking For:

- **Strong Communication Skills:** Excellent written and verbal communication skills with the ability to build relationships and professionally represent BBBS in the community. Comfortable with presentations, networking, and public engagement.
- **Team Player:** Skilled in collaborating effectively with committees, staff, Board Members, volunteers, and external contacts to successfully execute projects and initiatives.
- **Commitment to the Mission:** Passion for youth development, mentorship, and community impact.
- **Creative & Adaptable:** Ability to balance responsibilities while remaining flexible and solutions-oriented.
- **Organized and Self-Starter:** Highly organized with strong project management, prioritization, and time management skills. Ability to independently manage multiple projects, timelines, and deadlines in a fast-paced environment.
- **Detail-Oriented:** Strong follow-through, accountability, and attention to detail. Able to manage multiple moving pieces while maintaining professionalism and accuracy.
- **Tech-Savvy & Analytical:** Experience with donor databases/CRM systems. Comfortable utilizing data, analytics, reporting tools, social media platforms, and digital communication systems to support outreach and fundraising efforts.

### Benefits:

- **Starting Salary:** \$46,000-\$50,000 (40 hours/week).
- **Benefits:** Generous paid holidays, paid time off while office is closed between December 24 – January 1, paid time off that increases with tenure, 4% retirement contribution, Life and Long-term Disability Insurance, and mileage reimbursement.
- **Hybrid Schedule:** Requires in-person work at the office, with opportunities for remote work. Regular evening and weekend commitments are required to support events, outreach activities, and community engagement, with flexibility to adjust scheduling accordingly.
- **Training:** Professional development and learning opportunities.
- **Inclusive Culture:** We recognize, affirm, and celebrate the backgrounds, lives, and experiences of all our stakeholders, including youth, families, donors, volunteers, and staff.

### Qualifications:

- Bachelor's degree in nonprofit management, communications, marketing, public relations, business, or a related field required.
- 3-5 years of relevant experience in nonprofit development, fundraising, communications, marketing, event coordination, outreach, community engagement, or a related field required.
- Valid US driver's license, insured vehicle, and willingness to travel locally required.
- Ability to lift up to 25 pounds required.
- Strong technology skills required, including Microsoft programs.



- Experience with graphic design programs, email marketing platforms, social media platforms, and website content management systems strongly preferred.
- Experience with donor databases or customer relationship management systems preferred.
- Experience coordinating events, managing timelines, balancing multiple projects, and working independently preferred.

**To Apply:**

Please send your cover letter and resume to Sandra Erickson, Executive Director, at [info@bbbsfred.org](mailto:info@bbbsfred.org) by June 27, 2026. Join us and help create meaningful change for local youth through the power of mentorship!

**Our Commitment**

At Big Brothers Big Sisters, we recognize, affirm, and celebrate the backgrounds, lives, and experiences of all our stakeholders, including youth, families, donors, volunteers, and staff. We ensure the opportunity for all voices and perspectives to be heard and honored. In the workplace, we foster an environment where all people can be their best selves. We affirm that every person has the opportunity to reach their full potential. We strive to realize the full potential that is within all of us by ensuring that all voices and perspectives are heard and honored.

**Equal Employment Opportunity**

BBBSA provides equal employment opportunities to all qualified individuals without regard to race, creed, color, citizenship, religion, national origin, age, sex, familial or marital status, pregnancy, military or veteran status, sexual orientation, gender identity or expression, genetic information, disability, or any other legally-protected status in accordance with applicable local, state, and federal laws, regulations, and ordinances.