Position Title: Communications Manager WCPR  
Reports To: WCPR Programs Director dotted to the Communications Director  
FLSA Status: Exempt  

Summary/Objective

The Communications Manager of the Program will set and guide the strategy and implementation for all communications efforts for the Program that drives awareness and engagement amongst relevant audiences. Will ensure that FPR is viewed as the primary source, disseminator, and conduit of information within a diverse network and constituent base.

Per the approved Disaster Recovery Action Plan of the Puerto Rico Department of Housing, the Whole Community Resilience Planning Program (WCRP) will result in comprehensive community recovery plans, the benefits of which will allow communities to develop policies, planning, and management capacity that best meet their needs. The WCRP has two phases which encompass a multi-sectorial collaborative effort and will allow communities to create a resilience plan and increase local capacity in their decision-making processes for future investment opportunities.

Foundation for Puerto Rico was chosen by the Puerto Rico Department of Housing as the subrecipient of the Community Service Block Grant Disaster Recovery (CBDG-DR) funds within the Action Plan approved by the Federal Department of Housing, and as such is responsible lead the program.

The Communications Manager of Program reports directly to the Programs Director with dotted line with the Communications Director acting as a partner of other levels within the organization on a variety of the Program strategic initiatives.

Essential Functions

1. Develop communications strategies and reconcile related marketing budgets for the Program.
2. Write strong copy in Spanish (primary) and English (secondary) for Program initiatives, including marketing, sales and press outreach.
3. Manage Program projects to ensure content is publication-ready, which may include: copyediting, proofreading, deadline and deliverables management, etc.
4. Be able to lead program communications discussions at both the strategic and tactical levels.
5. Create and implement new initiatives to raise awareness about the program's strategic plans, mission, and impact within the organization.
6. Write and coordinate program stakeholder letters, newsletters and other communications; liaise with graphic designer related to the Program to guide and implement design.

7. Manage multimedia content creation about the Program, which will live across FPR’s website and social channels as well as collateral, such as presentation decks, one-sheets, etc.

8. Help develop and implement the program-specific communications strategy for owned media.

9. Ensure consistency in all external communications that pertain to WCRP in specific, and as it relates to FPR as a whole.

10. Create and manage press release dates for recurring publications related to the Program.

11. Manage and lead communication agency selected to assist with communication efforts for the program.

12. Mentor and develop staff using a supportive and collaborative approach on a consistent basis.

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

**Functional Competencies**

- Excellent writing/editing and verbal communication skills in Spanish and English
- Strong influence skills
- Deep experience leading Communication Strategy & Execution
- Technical Capacity
- Business Acumen
- Strong Negotiation Skills
- Strategic Mindset
- Ethical Conduct
- Initiative & Results Driven
- Problem Solving/Analysis
- Strategic Planning & Change Champion
- Collaborative Ways of Working in a fast-paced atmosphere
- Experience with crisis and reputation management
- Strong understanding of Puerto Rico’s political and media landscape
- Strong media relationships with Puerto Rico’s leading press channels (print, TV, radio, digital)

**Supervisory Responsibility**

This position is responsible of supervise in-house and outside consultants/contractors, accountable for implementing earned, owned and paid communication strategies.
**Position Type and Expected Hours of Work**
This is a full time position. Days and hours of work are Monday through Friday, 9:00 a.m. to 6:00 p.m. Occasional evening and weekend work may be required as job duties demand.

**Travel:** Some travel is required, but mostly inland as per established communications plan.

**Required Education and Experience**
Bachelor’s degree in Communications, Public Relations or Marketing or related field. Minimum of 8 years of communications experience.

**Preferred Education and Experience**
MBA Degree. Preferably experience in a government department and/or “in-house” leadership role within a nonprofit entity, covering areas such as earned media, owned digital content (i.e., website, social media, etc.) and paid media.

**Additional Eligibility Qualifications**
Excellent Interpersonal skills; Fully Bilingual. Motivated team player who can maintain efficiency and accuracy when multitasking. The ability to take knowledge and transform it into exciting and useful messages and disseminate it to the right audiences through the best distribution channels is crucial.

**Other Duties**
Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.

**Work Environment**
This job operates in a clerical, office setting. This role routinely uses standard office equipment such as computers, phones, photocopiers, filing cabinets and fax machines. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The noise level in the work environment is usually moderate. Stress levels are usually high due to job scope.

**Physical Demands**
This is active and dynamic role; however, some filing is required. This would require the ability to lift files, open filing cabinets and bend or stand as necessary. While performing the duties of this job, the employee is regularly required to talk and hear. The employee frequently is required to stand; walk; use hands to finger, handle or feel; and reach with hands and arms. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.