

Director of Communications Job Description

Our Mission

Focused Community Strategies partners with under-resourced neighborhoods to provide innovative and holistic development that promotes flourishing communities and God's Shalom.

Organizational Overview

Focused Community Strategies (FCS) is a nonprofit, place-based community development organization committed to empowering neighborhoods through long-term investment, dignifying relationships, and holistic engagement. Working within a defined neighborhood footprint, we foster the conditions necessary for our neighbors to flourish.

Position Summary

FCS is seeking a **Director of Communications** to lead the organization's internal and external communication strategy, ensuring alignment with our mission and amplifying the voices of our neighbors.

The Director will share strong alignment with FCS's values and community-centered mission. They will collaboratively develop and implement differentiated communications strategies that engage staff, donors, partners, and community residents in meaningful and inspiring ways. This includes overseeing all organizational messaging, public relations, digital platforms, and media, as well as leading in the coordination and oversight of organizational training, consulting, and related events.

This role reports to the Senior Director of Business Operation. The person who holds this position is part of the Director's Table and collaborates closely and cross-functionally with senior leadership, other directors (especially the director of development and the directors of programs), and community partners. The Director is responsible for building clear strategies and efficient systems, managing a small team, and stewarding narratives that are asset-based, dignity-affirming, and anti-racist.

Key Responsibilities

Strategy & Leadership

- Develop and implement an integrated communications strategy that aligns internal and external messaging with FCS's mission and values.
 - Create differentiated communications plans for key audiences: neighbors/residents, donors/partners, customers, and internal staff.
 - Lead the creation of an annual strategic communications content calendar.
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- Build and manage a cohesive strategy for organizational training and consulting, including in-house events, tours, and external speaking opportunities.
- Regularly monitor communication trends and community feedback to adapt strategies for ongoing relevance and impact.
- Represent the Communications team at the Director's Table and contribute to organization-wide strategy and decision-making.

Execution & Oversight

- Oversee all communications initiatives, including email marketing, website, print collateral, social media, annual reports, press relations, and digital campaigns.
- Collaborate with contracted copywriters, designers, and internal staff to ensure messaging is timely, compelling, and consistent with FCS's values and voice.
- Collaborate with the Director of Development on the creation of all communication collateral, including newsletters, videos, brochures, and event materials.
- Collect and curate thought leadership content from organizational leaders and practitioners, ensuring it is effectively shared to serve the broader field.
- Manage organizational training and consulting logistics, including events, tours, and staff speaking opportunities.
- Advise Senior Leadership team on internal communications around critical and strategic initiatives.

Community Engagement & Public Relations

- Serve as a spokesperson when needed and develop strong relationships with local media, partners, and community leaders.
- Support neighbor engagement by crafting messages and stories that build trust, organizational connectivity and reflect community voices.
- Support our businesses in building out marketing and communications campaigns.
- Attend and support after-hours community meetings, events, and place-based initiatives in collaboration with residents and partners.
- Collaborate with leadership on crisis communications and external positioning.

Monitoring & Evaluation

- Develop systems to track, analyze, and report communication metrics and impact.
- Evaluate communication needs across departments and adjust strategies to enhance clarity and alignment.
- Manage the communications department budget and support fund development through strategic storytelling and reporting.

Team Leadership

- Collaborate with Ruby Brick, Dresden and other partners to ensure high-quality content creation, scheduling, and distribution.
- Mentor communications staff and interns; foster a culture of collaboration, equity, and mission-aligned performance.
- Facilitate overall staff training on communications, narrative ethics, and principles of place-based community development.
- Supervise and support the Training & Consulting Manager in implementing organizational learning and consulting goals.
- Promote and model a workplace culture grounded in equity, inclusion, and respect for diverse backgrounds and experiences.

Qualifications

- Bachelor's degree in Communications, Journalism, Public Relations, or a related field
- 8–10 years of experience in communications, marketing, public relations, or a related field, preferably in the nonprofit or social impact sector.
- Proven ability to develop and execute integrated communications strategies across diverse platforms and audiences.
- Strong written and verbal communication skills with demonstrated storytelling expertise.
- Experience working in low-opportunity communities and with place-based development strategies.
- Skilled in relationally engaging a wide variety of stakeholders, including donors, neighbors, public officials, and nonprofit leaders from various races, socio-economic classes and backgrounds.
- Proficiency in digital communications tools such as Mailchimp, Canva, and social media platforms.
- Strong organizational and project management skills, with the ability to manage multiple initiatives simultaneously.
- Demonstrated leadership and team development experience.

Bonus Points

- Bilingual (English/Spanish strongly preferred)
- Experience with graphic design, print management or video production
- Familiarity with content management and CRM system
- Experience in a place-based or community-centered nonprofit organization
- Has sustained relationships within the Historic South Atlanta and/or Thomasville Heights Neighborhoods

Core Commitments

All FCS team members are expected to demonstrate a strong commitment to:

- **Personal Growth & Development:** Continuously seeking growth professionally and personally.
- **Living Out FCS Values:** Embodying organizational values of neighboring, dignity, development, & equity.
- **Neighbor Engagement:** Building and maintaining active, trusting relationships with residents within our neighborhood footprint and uplifting community voices.
- **Collaborative Spirit:** Working effectively across teams, embracing feedback, and contributing to a culture of learning and shared purpose.

Compensation & Benefits

- **Salary Range: \$80,000-90,000**, annually depending on qualifications and experience
Full-time/Exempt-40 hours/week
Hybrid Schedule
- **Benefits:**
 - Employee health insurance - 100% employer paid
 - Employee dental insurance - 100% employer paid
 - Employee \$25K life insurance - 100% employer paid
 - Employee long-term disability - 100% employer paid
 - Vision insurance, Short Term Disability - 100% employee paid
 - 403b Retirement Plan - 100% employee contribution
 - 216 hours paid time off annually

Interested applicants should submit your resume, cover letter, and 3-4 samples of your work. Apply [here](#).
No Calls or Emails Please