



Communications Manager

April 2021

About The Brookline Center

The Brookline Center for Community Mental Health is a leading provider of mental health care and social services for adults and children. The Brookline Center has long played an important role in expanding access to mental health care in our community and never has the need been as great as in the wake of the COVID pandemic.

Beyond our provision of high quality, affordable outpatient care, the Brookline Center creates and operates nationally recognized, innovative mental health programs through partnerships with schools, community agencies, and healthcare providers in Greater Boston, across Massachusetts and, increasingly, nationwide. In response to the ongoing crisis in mental health care access, the Center is poised for significant strategic growth in the coming years. For those with a passion for mental health, it's an exciting time to join our team.

The Communications Manager builds visibility of the Center's work and programs, raises awareness of the Center's mission and impact, and helps us understand and engage effectively with key audiences (clients, supporters, partners, policymakers, community). The Communications Manager is a strategist, content creator, and project manager.

In this role, you will report to the Chief Development Officer, collaborate regularly with senior leaders, and partner often with development team members and Brookline Center program staff. The ideal candidate is someone who thrives in a fast-paced setting and genuinely enjoys working concurrently on multiple projects; is a fabulous writer able to pivot between social media posts, thought papers, event scripts, donor appeals, and whatever else comes up; has some fundraising communications experience; is adept at managing projects to deadlines; brings a personal and professional commitment to diversity, equity and inclusion.

Key responsibilities:

- Plan, manage, and execute year-round communications initiatives that support the philanthropic, marketing, and branding goals of The Brookline Center.
- Create campaign communications and materials that compellingly articulate The Brookline Center's mission, work, and impact.

- Write, edit, and design content that communicate Center stories across multiple domains and platforms.
- Manage day to day communications (internal, social media, outbound email, website).
- Drive the creation of all print and electronic communications assets (annual report, special reports, one-pagers, press releases, decks, video).
- Provide communications support to a variety of teams at the Center, including clinical programs.
- Follow, leverage and expand the Center's visibility in local and regional conversations about mental health, care access, and treatment.
- Identify and explore communications opportunities to engage and strengthen relationships with community stakeholders, partners, and influencers.
- Strengthen and expand the Center's social media presence.
- Manage event branding and communications for three to five annual fundraising events/campaigns.
- Advance the Center's brand identity, ensuring consistency across channels.
- Manage relationships and collaborate with designers, developers, freelancer writers, printers, photographers, and other vendors/consultants.
- Identify opportunities to develop ideas, strategies, and processes that will strengthen the development and communications efforts at the Center.

What you bring to the role

- Enthusiasm for The Brookline Center mission
- Communications experience within a nonprofit, healthcare, or mental health setting. Past development and fundraising communications experience preferable.
- Demonstrated ability to succeed in a fast-paced role, managing multiple projects and deadlines simultaneously and effectively.
- Strong writing and editing skills (short and long form), creativity, and meticulous attention to detail.
- Keen visual eye and ability to communicate graphically using basic design tools (Canva, photo editing software).
- Experience developing and executing short- and long-term communications strategies.
- Fluency using social media to advance a cause.
- Proficiency with social media platforms (FB, Twitter, IG), website content management systems, email platforms, MS Office suite.
- Adept at relationship-building and comfortable interacting with a range of stakeholders.
- A commitment to diversity, equity, and inclusion and an understanding of how a DEI lens can inform and shape nonprofit communications.
- An entrepreneurial spirit, growth mindset, collegial nature, and self-confidence.
- Bachelor's degree and three or more years' relevant professional experience.

To apply

Please submit your resume along with a cover letter that outlines your interest and qualifications as a single PDF or Word document to talent@brooklinecenter.org. Applications without a cover letter will not be reviewed.

Equal employment opportunity

The Brookline Center is an equal opportunity employer, committed to workplace diversity. All qualified applicants will receive consideration for employment without regard to race, color, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, age, or veteran status.

Benefits

The Brookline Center offers a supportive, mission-focused work environment; professional growth opportunities; competitive salaries; and a comprehensive benefits package that includes excellent employer paid medical and dental insurance, flexible spending accounts, pre-tax savings and retirement plans, disability and life insurance, and generous paid time off.

The Brookline Center carefully follows the most up to date recommendations by local and federal public health officials and most Brookline Center staff are currently working remotely. When it is safe to return to onsite work, the Communications Manager will be based at our office in Brookline's Washington Square.