



Communications Manager

Position Summary

The Communications Manager is responsible for managing media relations and communications for a growing nonprofit organization leading a global conversation on concussions and CTE in sports and the military. The position's responsibilities include amplifying the reach of program and campaign messages through publicity, media relations and information dissemination strategies. They will help oversee a large portion of the organization's copywriting and communications strategy on digital and social platforms. The Communications Manager will be a strong leader, and responsible for managing two direct reports: Social Media Coordinator and Digital Content Coordinator, with opportunity for growth in management responsibilities.

Company: Concussion Legacy Foundation

Reporting to: Senior Director, Communications & Programs

Location: Remote

Status: Full-time

Responsibilities

Media relations:

- Manage inbound media requests and coordination of interviews as needed.
- Work alongside the Senior Director of Communications to plan, strategize and execute short-and long-term media campaigns with leading media outlets like the New York Times, Associated Press, and NBC News that advance the Foundation's mission and message while broadening its reach.
- Collaborate with media teams at Boston University and the US Department of Veterans Affairs to promote research findings from the world's largest CTE and concussion brain bank.
- Provide media training and support for brain donor families who want to go public with their loved one's research findings.
- Manage drafting and distribution of press materials, such as media releases and advisories.
- Work with Senior Director of Communications to ensure alignment of all communications and public-facing messaging.
- Design and execute athlete and military influencer campaigns to advance CLF programs.
- Track the Foundation's media appearances and outcomes.
- Manage and build the Foundation's media contact database.
- Build relationships with members of the media to secure coverage of CLF programs and campaigns, and to continue positioning CLF as leaders in the field.

Copywriting and editing

- Work with Social Media Coordinator to develop monthly calendar and larger strategy behind social media campaigns.
- Responsible for approving copy for all CLF social media (Instagram, Facebook, Twitter, TikTok, YouTube, and LinkedIn) content in support of the Foundation's research, education, and development programs.
- Collaborate with Digital Content Coordinator on strategy and execution of email newsletters and digital marketing initiatives, serving as copy editor on all projects.
- Edit the stories of our 1,000+ deceased brain donors, including prominent NFL, NHL, and other professional athletes, to educate the public on the effects of repetitive head trauma.
- Edit CLF Inspiring Stories for the website.
- Assist the Development team with copy editing all external development materials.



- Assist with creation of internal collateral such as graphics, presentations, development outreach and educational materials.

Supervisory

- Directly manage Social Media Coordinator
- Directly manage Digital Content Coordinator

Professional Qualifications

- Bachelor's degree
- Three to five years of full-time experience in communications or public relations; sports or political background a plus.
- Management experience a plus.
- Excellent written and verbal communication skills are required.
- Exceptional attention to detail and focus on quality.
- Ability to stay organized while multi-tasking in a fast-paced environment.
- Knowledge and ongoing curiosity of social media technologies, platforms, video production, and digital marketing.
- Blogging or journalistic writing experience.
- Team player with a genuine interest in making sports safer