



Job Description

Position Title: Communications Director

Position Status: Regular Full-Time

Reports To: Director of Operations

The Organization:

The Council of Islamic Organizations of Greater Chicago (CIOGC) serves as the unifying force that brings together over 400,000 Muslim Americans in the greater Chicago region, and now increasingly all of Illinois. With over 60 member organizations, ranging from mosques to Islamic schools and community organizations based in the Chicagoland region, the CIOGC is made up of a very large and diverse body. The Council brings these extraordinary communities together in cooperation and collaboration to engage and work with the interfaith community, government, media, and the public in general.

Job Summary

The Communications Manager will develop the strategy for all communications, website, and public relations messages to consistently articulate CIOGC's mission. The strategy will support and advance the organization's mission and vision. The person will lead the development and implementation of CIOGC's communications strategies, including, but not limited to, media relations, brand management, event publicity, outreach, and all digital and social media efforts. The strategy shall be developed with input from members of the Communications team, the Executive Director, and the Director of Operations. As such, this position requires an in-depth knowledge of communications, media relations, marketing strategies, social media, and a passion for social advocacy at the local and national levels.

Essential Job Functions

- Develop and execute a strategic communications plan.
- Oversee and collaborate on messaging for multiple communication channels (i.e., press releases/statements with talking points, and social media).
- Plan, prepare, publish, and disseminate Council's information both internally and externally (members and public) of the Council's perspectives, programs, and accomplishments.
- Oversee or guide preparation of written, graphical, audio, and visual marketing material, press relations, creative editorial and design services to support the communications to external outlets, including the press and government agencies.



- Oversee the effective branding and delivery of marketing strategies that increase engagement with the Council, its members, and their program areas, including CIOGC media relations and outreach to press
- Should act as a spokesperson for the organization when needed.
- Oversee the coordination of special media events such as press conferences etc.
- Write, prepare, and deliver information for maintaining the goals and communications strategy in publications, announcements, and speeches.
- Develop new and maintain existing media relationships and partners.
- Train staff in communications best practices.
- Guide the maintenance of the website, including overseeing that the site is up-to-date and engaging as possible for all Council audiences.
- Guide the design of social media campaigns across all platforms, including Facebook, Twitter, Instagram and Snapchat.
- Oversee all content creation, including audio, video, and written content for all programs, and workshops.
- Facilitate the development and execution of promotional materials around events, outreach, and special initiatives.
- Provide thoughtful leadership and best practices on how to respond to internal and external communications situations, including any crisis communication incidents that arise.
- Has direct responsibility for members of the Communications team.
- Contributes to development and execution of council-wide brand journalism strategy including, management of online web platform, vendors, editorial plan, copywriting and editing.

Social Media Coordination

- Manage, update, and grow all social media accounts daily with content in alignment with CIOGC's social media and communications guidelines.
- Serve as a Content Editor, researching, proofreading, and publishing content in the weekly newsletter and other mediums.
- Establish clear expectations and deadlines for content contributors and follow up as needed to ensure content is created timely and within established communication parameters.
- Define layout and hierarchy of all digital content through Mailchimp.
- Collaborate with the Programs Manager to create promotional content around events, outreach, and special initiatives to optimize interest, engagement, and attendance.
- Procure list of volunteers to serve as regular content contributors.
- Create, maintain, and share content calendar with other members of CIOGC.



THE COUNCIL OF ISLAMIC ORGANIZATIONS OF GREATER CHICAGO

United Voice of Muslims of Greater Chicago

- Collaborate with staff to brainstorm ideas to improve and innovate ways to engage audience weekly.
- Reach out to member organizations weekly on any upcoming events and projects to promote through all mediums, including social media and newsletter.
- Familiarize and educate others on current trends within social media and adapt to those trends.

Qualifications

- Bachelor's degree in communications, Media Relations, or another related field required.
- 3-5 years of experience serving in communications role.
- Experience with non-profit, Muslim organizations preferred.
- Experience with email services, social media platforms, Hootsuite, preferred.
- Graphic experience is preferred
- Experience managing others preferred.
- Exceptional written and verbal communication skills.
- Knowledge of Microsoft Office.