

Position Title: Communications Manager

Job Type & FSLA Status: Full-time 40 hours/week, Exempt

Reports To: Director of Development and Communications

Location: Hybrid-Boston, MA (minimum 2-3 in-office days/week)

About Fenway Forward: Fenway Forward works to preserve the Fenway as a vibrant and diverse neighborhood by developing affordable housing, providing programs that enrich lives, and strengthening community voices. Fenway Forward is a 501(c)3 non-profit. Learn more about us at www.fenwayforward.org

Position Summary: The Communications Manager develops, implements, and evaluates Fenway Forward's communications strategy to strengthen brand visibility, share compelling impact stories, and support organizational engagement and fundraising efforts. This role collaborates closely with program teams to elevate resident voices and ensure consistent and mission-aligned messaging across all platforms.

Key Responsibilities:

Brand, Marketing, & Strategy

- Develop and execute an annual communications plan aligned with organizational goals.
- Uphold and strengthen the organization's brand identity across all digital and print materials.
- Manage multi-channel content, including newsletters, email campaigns, website updates, annual reports, and social media.
- Track analytics (email, social, web) and make data-driven recommendations to improve engagement and outreach.
- Maintain brand and communications guidelines, ensuring consistency across departments.

Website Management

- Support the implementation and launch of the organization's new website.
- Collaborate with all departments to assess content needs and ensure accurate, updated, and engaging information.
- Regularly update website content, including program pages, news, events, and visuals.
- Monitor website analytics, user engagement, and SEO performance, and recommend improvements to enhance visibility and user experience.
- Coordinate with external web developers or consultants as needed.

Newsletter Production & Design

- This responsibility is shared with the across the Development & Communications Department, it requires cross team collaboration.
- Own the production and distribution of Fenway Forward's newsletters using Constant Contact or similar platforms.
- Design and format newsletters to ensure strong visual appeal, accessibility, and alignment with brand standards.
- Optimize newsletters for different audiences by managing layout, tone, imagery, and calls to action.
- Test, schedule, and distribute newsletters accurately and on time.
- Track performance metrics and share insights with the Development & Communications Department team to inform future content planning.

Content Development & Storytelling

- Produce compelling written and visual content that highlights program impact, resident stories, and organizational milestones.
- Collaborate with program staff to gather stories, quotes, and media assets that showcase community outcomes.

- Support development of communications/marketing collateral and materials for newsletters, campaigns, special initiatives, and partnerships.
- Manage digital archives for photos, videos, publications, and organizational documents.

Social Media Management

- Develop and schedule content across major social media platforms.
- Monitor social engagement and respond to community interactions in alignment with brand voice.
- Coordinate volunteers, staff committees, and partners contributing to digital campaigns or communications efforts.

Event Communications

- Support organizational and fundraising events through marketing, promotion, and communications planning.
- Create event-related materials including flyers, social graphics, web updates, signage, and program content.
- Coordinate timelines and deliverables for communications needs leading up to events.
- Provide onsite event support for tasks related to communications such as photography coordination, social media coverage, live updates, or managing communications volunteers.
- Work closely with the Development & Donor Communications Manager to ensure aligned messaging and cohesive marketing for events, campaigns, and donor engagement activities.

Cross-Department Collaboration

- Collaborate closely with the Development & Donor Communications Manager to ensure consistent messaging across fundraising appeals, campaigns, events, donor outreach, and organizational storytelling.
- Work with program teams to gather accurate, timely program updates, impact numbers, and participant stories that inform communications, marketing materials, and organizational reporting.
- Coordinate with program staff to support storytelling needs.
- Partner with colleagues across departments to understand communication needs, ensure messaging accuracy, and maintain alignment with organizational priorities.

Other

- Provide general support at several Fenway Forward daytime and evening events per year attended by all staff.
- Participate in bi-weekly staff meetings and serve on adhoc committees as required.

Qualifications:

Fenway Forward does not expect any one candidate to meet all the criteria below but rather hopes you will apply if the role and responsibilities excite you.

Required Skills, Abilities, Education and Experience:

- Bachelor's degree or equivalent work experience, in Communications, Marketing, Journalism, Digital Media or a related field preferred.
- Plus 3+ years of communications and/or graphic design experience, preferably in a nonprofit setting.
- Proficiency with digital communications and design tools (e.g., Canva, Adobe Creative Suite, Hootsuite, Constant Contact).
- Demonstrated experience producing multi-channel content including: social media, video content, and news sources.
- Experience with email marketing and website content management systems is a plus.
- Excellent writing, editing, storytelling, and visual communication skills.
- Strong organizational skills and ability to manage multiple deadlines.
- Ability to work occasional evenings and weekends for events.
- Proficiency in Microsoft Office Suite

- Languages skills in Spanish, Portuguese, Amharic, Cantonese, Mandarin, and Russian are a plus.
- Mission-driven, collaborative, proactive, and able to work both independently and as part of a team.

Preferred Skills, Abilities, Education and Experience

- Experience with CRM systems such as Salesforce and Raiser's Edge
- Strong commitment to racial and economic justice; readily applies racial/economic equity lenses to work.
- Experience working with diverse, low-income populations

Benefits: Full time employees are eligible for health, dental, vision; short & long term disability, and life insurance; paid time off accrued per pay period, annual totals: 4 weeks of vacation, 2 weeks of sick time; 12 holidays, and 2 wellness days; 401k matching at 5%; stipend-based benefits for transportation, wellness, and cell phone.

Salary Range: \$70,000 - \$75,000 commensurate with experience

To Apply: Please email resume and cover letter speaking to your interest and skills for this position and one sample of your work to projects@fenwayforward.org. Applications will be reviewed and evaluated on a rolling basis **beginning February 2** and interviews subsequently scheduled. The application deadline is **February 16, 2026**. We anticipate two rounds of interviews for the successful candidate with the first virtual and the second in person.

Applicants must be currently authorized to work in the U.S on a full-time basis. We are unable to sponsor or take over sponsorship of an employment Visa at this time.

Fenway Forward is an Equal Opportunity Employer and considers qualified applicants for employment regardless of expression, age, color, religion, disability, veteran status, sexual orientation or any other protected class.