

Job Description

Manager of Engagement and Communications

Position Summary

The Manager of Engagement & Communications is a dynamic, hands-on leadership role for an entrepreneurial and collaborative professional passionate about advancing social change. This position leads Norwalk ACTS' event strategy, marketing efforts, and external communications to strengthen community engagement, partner participation, and organizational visibility.

This role builds and manages strong relationships with community partners, funders, and stakeholders, and executes a strategic, data-informed communications approach that elevates Norwalk ACTS' impact and collective work. This role is well suited for a high-integrity, detail-oriented professional who excels at storytelling, convening diverse audiences, and translating mission into compelling communications. The Manager of Engagement & Communications will play a key role in shaping how Norwalk ACTS engages the community and tells its story as the organization continues to grow.

Reports to Deputy Director

Key Responsibilities

Event Coordination

- Lead the planning and execution of all organizational events, including quarterly convenings, annual donor and membership events, and monthly initiative meetings, managing logistics, preparation, setup, and event materials
- Analyze event participation and engagement data to inform outreach strategies and continuous improvement
- Develop and implement event promotion strategies in collaboration with internal staff to maximize participation and engagement
- Track attendance, RSVPs, and follow-up for Norwalk ACTS meetings and convenings to support strong partner engagement and accountability
- Collaborate with community organizations and partners to support in-person engagement opportunities.

Communications

- Lead the development and execution of a results-driven marketing and communications strategy across digital, social, and print platforms to support Norwalk ACTS' Cradle to Career and community initiatives
- Create compelling, audience-appropriate content that strengthens organizational visibility and ensures consistent branding and messaging
- Produce and manage monthly newsletters, including content development, design, and distribution

- Manage and maintain the organization's website and social media platforms, ensuring timely, accurate, and engaging content
- Support the Deputy Director in the creation of the annual impact report, including content development and design
- Create and copyedit flyers, presentations, and internal documents to maintain a unified visual identity and voice
- Draft and distribute press releases and coordinate outreach with local media outlets

Operations

- Manage assigned Salesforce and Constant Contact functions related to marketing, events, and member engagement, including maintaining contact records, managing mailing lists, tracking participation, and supporting the Memorandum of Agreement (MOA) process
- Support Initiative Managers with outreach, follow-up, and engagement of new and existing community members, partner organizations, and designated staff
- Coordinate the production and inventory of print materials (e.g., flyers, reports) and event supplies in support of organizational activities

Essential competencies and qualifications

The requirements listed below are representative of the knowledge, skills and abilities required to satisfactorily perform the essential duties and responsibilities.

- Associate degree or equivalent experience; 3–5 years of relevant experience in communications, marketing, or community engagement preferred.
- Experience with graphic design (e.g. Canva, photoshop), video editing, social media marketing tools (e.g. Metricool), website management (e.g. WordPress), email marketing (e.g. Constant Contact), and the ability to track and report on communications analytics across multiple platforms. Willingness to learn and embrace software tools such as needed (e.g. Zapier)
- Knowledge of the Norwalk community. Candidates must understand the challenges and barriers faced by marginalized communities, including but not limited to race, ethnicity, class, ability, immigration status, gender, and their intersections, and have experience engaging with and working alongside communities of color
- Excellent computer skills, including strong working knowledge of Microsoft Office, G-Suite, and Zoom (or similar platforms). Experience with CRM data systems, Salesforce experience strongly preferred.
- Strong organizational and project management skills, with exceptional attention to detail and follow-through.
- Excellent written and verbal communication skills; this includes an ability to communicate effectively, respectfully, and in a timely manner with a broad spectrum of individuals including but not limited to community members, cross-sector leaders, and funders.



- Self-starter with the ability to anticipate needs and take initiative, work independently to organize, set priorities, and coordinate activities among many stakeholders.
- Function well in a fast-paced work environment where teamwork is essential.
- Legally able to work in the United States and provide information to complete the I-9 form

About Norwalk ACTS

Norwalk ACTS is a collective impact, nonprofit organization that provides a common framework for community collaboration. Working together, across sectors, we aspire to measurably improve the academic, social-emotional, and physical health of all children in Norwalk, CT from cradle to career. Our mission is to collectively transform systems by ensuring resources, policies, practices, and power structures actively dismantle racism and drive equitable outcomes for every Norwalk child and young person.

Physical Requirements

The employee is regularly required to communicate clearly, in oral and written formats, with others in person, over the phone, and via other devices. The employee must be able to transcribe, read extensively, prepare and analyze data, and constantly operate a computer and other standard office machinery. The employee is required to regularly travel to offsite locations to set up presentations and displays. The employee is required to be in the office two days a week. Out-of-town travel to conferences may be required.

Salary

\$60,000-\$80,000, commensurate with experience

Benefits

This position is an exempt, salaried full-time position (37.5 hours/week). This position is eligible for employee benefits that includes medical, dental, and vision insurance for employees and dependents, matching 401k plan, as well as competitive paid time off policies. Flexible schedule, including hybrid work options. Opportunities for travel and professional development. Fast paced, warm, supportive, and nurturing workplace culture!

**To apply for the position, please email a brief cover letter and your resume to:
info@norwalkacts.org**