



## Company Summary

Green Valley Recreation (GVR) seeks an experienced Communications Manager to continue the development of an evolving brand. GVR's Communications Manager works in a fast-paced, high-expectations environment with a team that enjoys collaboration and innovation. They are responsible for effective communication in all facets of GVR, internally among staff and board, and to the membership and the community at large. Some of the communications team's near-term projects include launching a new website (currently being built), renovating wayfinding systems in the recreation centers, and building a social media presence.

Relevant education or experience is required for this full-time (40 hours) position. The Communication Manager supervises a Communications Coordinator. Starting annual salary is \$57,728. GVR offers a complete benefits package including access to all recreation facilities for the employee and one member of their household.

Located in Green Valley Arizona 20 minutes south of Tucson, GVR is a private, non-profit (501c4) organization that provides recreation facilities and programs for a membership of 23,000. While GVR is not age-restricted, 95% of members are retirees. Among GVR's fifteen recreation centers are thirteen pools and spas, six fitness centers, sports courts, auditoriums, and meeting rooms. Nine hobby shops serve members who enjoy visual arts, glass arts, woodworking, metal arts, computers, photography, ceramics, clay building, lapidary, and silversmithing.

Unlike many retirement communities, Green Valley is not a planned community. Green Valley is a collection of approximately 140 Homeowners Associations of various sizes and characters. From modest casitas to high-end estates, Green Valley has a home for every wallet and taste. Built along either side of I-19 for nine miles, Green Valley abuts the town of Sahuarita, a rapidly-growing community of young families. Many Sahuarita residents work in Tucson, at nearby Raytheon, for local mines, or in federal law enforcement.

Among Green Valley's many attractive attributes (quiet, low crime rates, affordable housing, ready access to recreation facilities) is its location relative to Tucson (18 minutes to a major shopping center), an international airport (a very easy-driving 20 minutes), Mexico (45 minutes), and open wilderness lands. The beautiful Sonoran Desert is a unique and exciting landscape, especially during the monsoon season when lightning displays and wildlife spectacles are practically a daily occurrence. Stargazers love the area due to Pima County's Dark Skies ordinance, designed to support the several observatories on local mountain tops.

For more information about GVR and the application process visit [GVREC.org](http://GVREC.org). This position is open until filled. GVR is an equal-opportunity employer.



## **Position Summary**

**Job Title:** Communications Manager  
**Department:** Communications  
**FLSA Status:** Exempt  
**Reports To:** Chief Operations Officer (COO)

The Communications Manager works in a fast-paced, high-expectations environment and is responsible for effective communication in all facets of GVR, internally among staff and board, and to the membership and the community-at-large, through in-facility, digital, print, and live outlets. The Communications Manager supervises a Communications Coordinator.

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## **Essential Job Functions**

### **External Communications**

- Supports the CEO and COO with corporate communication needs including drafting documents, participating in developing communications strategies, preparing presentation materials, and staying abreast of current local news and social media topics
- Helps develop the GVR brand beyond graphic and typographical elements, building a broad, values-rooted brand identity
- Assists with event planning
- Attends meetings and presentations as directed and prepares pre-event materials and post-event communications as necessary
- Ensures that GVR projects and events are promoted and documented
- Develops annual editorial calendars and work plan goals for the Communications division
- Designs and maintains success-measuring mechanisms for all campaigns and channels and provides progress reports to the CEO as requested
- Composes and publishes a variety of print and digital informational materials
- Develops and implement a social media plan
- Acts as the content editor for the website, ensuring information is up-to-date and accessible
- Writes copy for print media and edits additional print media copy supplied by staff
- Ensures collaboration with other departments to design and maintain functional in-center information distribution mechanisms
- Ensures member communication to the hotline receives appropriate and timely responses from appropriate staff
- Develops and maintains a boilerplate collection for use by all staff responding to hot topics
- Oversees design of all publications, signage, and postings
- Oversees the creation and maintenance of communications collateral to ensure consistent use of GVR's brand elements; maintains the integrity of visual GVR corporate image and identity.
- Builds and maintains brand library to include photos, videos, infographics, partner logos, etc.
- Establishes and manages a stable network of professionals who provide services including graphic design, photography, video production, sign fabrication, and printing
- Maintains effective working relationships with local media
- Develops and manages online strategies for social media

### **Internal Communications**

- Assists in developing effective internal communication channels to contribute to a healthy corporate culture that reflects the GVR brand, including:
  - Weekly staff bulletin
  - Staff onboarding materials to include brand values indoctrination



- In-service training materials.

### **Ancillary Job Functions**

- Provide project management for communications-related projects, as needed
- Other duties as assigned

**Qualifications** – Qualifications to effectively perform the job. An equivalent combination of education, training, and experience may be considered.

- Associates degree in Communications, Journalism, Marketing, or a related field plus two years of relevant work experience or
- Five+ years of relevant work experience in lieu of required education
- Experience with Microsoft Office and Adobe software required
- Experience in project management principles/tools preferred

**Knowledge, Skills, and Abilities** – May be representative, but not all-inclusive, of the knowledge, skills, and abilities commonly associated with this position.

- Ability to speak, read, write, and understand the English language.
- Knowledge of, and experience with, design and production concepts, processes, and lexicon
- Experience with managing website content and social media
- Ability to cooperate and work well with fellow staff.
- Familiarity with project management fundamentals
- Demonstrated initiative, motivation, and self-discipline

**Work Environment** – Environmental or atmospheric conditions commonly associated with the performance of the functions of this job

- General office conditions
- Communications staff are regularly required to travel among GVR recreation centers, sometimes at night

**Physical Abilities** - Activities that are commonly associated with the performance of the functions of this job. The physical demands described below are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions.

- Ability to sit for extended periods of time
- Frequently requires talking and hearing; occasionally requires reaching with hands and arms
- Must be able to have repetitive wrist, hand, and/or finger movements to type/work on the computer
- Requires clarity of vision, three-dimensional vision, precise hand-eye coordination, and the ability to identify and distinguish colors
- May be required to lift up to 40 pounds

*Disclaimer: This job description is not intended to be all-inclusive; an employee will also perform other reasonably related job responsibilities as assigned by immediate supervisor and other management as required. Management reserves the right to revise or change job duties as the need arises. This job description does not constitute a written or implied contract of employment. Management reserves the right to change job descriptions, job duties, functions, and requirements.*