



FOSTER & ADOPTIVE CARE COALITION

FOR EVERY CHILD... A PLACE TO CALL HOME

Strategic Communications Manager

Department:	Impact	Date Prepared:	February 13, 2026
FSLA Status:	Full-Time, Exempt	Reports to:	Chief Impact Officer

Summary of Position

The Impact Team is responsible for securing the financial resources, public support, and awareness needed to advance the Coalition’s mission. Through fundraising, storytelling, and meaningful engagement, the team ensures the Coalition’s 25+ programs and services are widely known, accessible, and utilized, as we strive to achieve our vision: For every child...A Place to Call Home.

The Strategic Communications Manager leads the creation and execution of print and digital marketing and storytelling efforts that elevate the Coalition’s mission, programs, and community impact. This role produces compelling content across newsletters, website, social media, and video; partners with program and support staff to capture authentic impact stories; and ensures all digital platforms remain current, on brand, and compliant with funder and accreditation requirements.

Essential Functions & Responsibilities

- Leads and executes organization-level digital and print communications strategy to raise awareness of the Coalition’s mission, garner new supporters, and achieve fundraising goals.
- Creates and compiles copy and supporting photos/graphics for the Coalition’s print and digital newsletters, e-blasts, website, and social media platforms.
- Graphic design of all Coalition print and digital marketing needs including: newsletters, postcards, invitations, brochures, signage, sponsorship materials, social media graphics.
- Partners with other Impact Team members to create materials associated with the Coalition’s fundraising and awareness events.

Address
1750 S Brentwood Blvd., Suite 210
St. Louis, MO 63144

Phone / Fax
Office: 800.FOSTER.3 (314.367.8373)
Fax: 314.241.0715

Website
www.foster-adopt.org



- Takes a leadership role in partnering with program staff to capture, update, and authentically describe all programs and services; identifies profound impact stories to be included in grant proposals, website, social media, and other marketing materials. Records, edits, and uploads video content to social media platforms to support increased reach and community impact.
- Interviews internal and external stakeholders for impact stories, program and partner spotlights, and other marketing content.
- Partners with Extreme Recruitment Team, Family Enrichment and Volunteers Team, KSDK 5 On Your Side, and Vantage Credit Union to coordinate filming and airing of bi-weekly “A Place to Call Home” media segment.
- Coordinates community calendar with Chief Program Officer and program staff to capture the Coalition’s impact in the community. Note: community events happen Monday – Sunday and occasional evenings are required. Flex time is available to offset events outside of core hours.
- Manages the Coalition’s website, including updating page content, adding events, and updating staff rosters. Implements search engine optimization (SEO) best practices.
- Coordinates with third-party vendors to manage the Coalition’s print marketing needs, website development, digital advertising, photography, videography, and more.
- Maintains brand standards and voice when creating all written, print, and digital content.

Agency Accountability

- Completes daily activity log.
- Maintains an up-to-date Outlook calendar.
- Adheres to the Coalition’s Shared Values, Employee Code of Conduct, and Employee Code of Ethics.

Department Specific/Non-Essential Functions

- Other duties as assigned, with or without accommodations.
- Supports the Coalition’s mission – attends special events, training events, and other “all hands-on deck” activities.
- Answers and responds to phone calls, emails, and inquiries regarding the Coalition services while in the office. Completes ongoing education and training as approved by or assigned by supervisor. Supports other agency staff as necessary to meet agency goals.

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Qualifications & Requirements

Education

- Bachelor's degree in marketing, communications, or graphic design, and/or a minimum of 5 years' experience required. Experience in a nonprofit setting is preferred.

Experience, Skills & Qualifications

- Excellent written communication skills.
- Proficiency with the Adobe Creative Suite (InDesign, Photoshop, Illustrator).
- Strong background in print and digital design.
- Ability to manage multiple projects simultaneously.
- Able to work independently as well as collaborate across all organization departments.
- Strong organizational skills with attention to detail.
- Proficiency with Microsoft Office, including Outlook, PowerPoint, Word, and Planner.
- Proficiency with WordPress or similar website content management system. Experience with Elementor a plus.
- Proficiency with Mailchimp or similar email marketing service.
- Proficiency creating content for social media. Experience with Sprout Social a plus.
- Knowledge of search engine optimization and analytics. Experience with Google Analytics a plus.
- Experience with Salesforce or similar CRM a plus.

Additional Skills/Competencies necessary to carry out services to the service population's culture and socio-economic characteristics.

- Requires an understanding of diversity (racial, ethnic, religious, socio-economic, etc.) as well as sensitivity to the situations of the children and families the organization serves.
- Stresses a respect for the confidentiality of the children and families the organization serves.
- Requires a clean criminal history.
- Must fulfill the responsibility as a mandated reporter in the State of Missouri.
- Behaves with integrity, demonstrates high ethical standards, and displays a positive image of the Foster and Adoptive Care Coalition.
- Demonstrates accountability for results and keeps commitments to others.

Organizational Relationships/Scope

- This position is a member of the Impact Team and reports to the Chief Impact Officer. Collaborative consultation will be sought from all teams.

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Working Conditions

- This in-office position entails work in the office as well as in the community.
- The physical requirements of this job include sitting, standing, walking, climbing stairs, lifting up to 25 lbs., pulling and/or pushing on occasion.
- Use of automobiles for local travel to multiple sites is required.
- The Coalition office is considered home-base with primary office hours Monday-Friday 8:30 AM – 4:30 PM CST.
- This position requires flexibility. Evening and weekend hours may be required to meet the expectations of this position.

Agency Shared Values

Employees of the Foster & Adoptive Care Coalition agree to hold themselves and their colleagues to the following values:

- We insist on fairness and respect. We are deliberate in ensuring everyone has safety, opportunity, access, and support to be heard.
- We are family. We are connected and support one another in meeting the needs of our own families and the families we serve. We assume the best and are committed to each other.
- We celebrate difference and harness its power. Every viewpoint is heard and honored. We are stronger because of our differences.
- We are intentional about knowing better and doing better, using innovation and solution-focus approaches with courageous passion and excellence.
- We respect, leverage, and engage everyone's unique strengths and talents so each individual can contribute to their full potential.
- We are an agency built on integrity, maintaining a culture of trust, respect, transparency, and honesty. We walk in our truth and uphold ethical standards.
- We stand up for each other and what is right for our clients and stakeholders with truth, vulnerability, and accountability.
- We develop and maintain authentic relationships by being flexible and open-minded and maximizing the strengths of everyone in the team to accomplish the best outcome for our children and families. Everyone contributes in leadership.

Disclaimer

The above statements are intended to describe the general nature and level of work being performed by employees assigned to this classification. They are not intended to be construed as an exhaustive list of all responsibilities, duties and skills required of employees assigned to this position.

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Job Description Acknowledgment

I have received, reviewed, and fully understand the job description for this position. I further understand that I am responsible for the satisfactory execution of the essential functions described therein, under any and all conditions as described.

Employee Name:		Date:	
Employee Signature:			

Supervisor Name:		Date:	
Supervisor Signature:			

Chief Human Resources Officer Name:		Date:	
Chief Human Resources Officer Signature:			

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