

Date: 3/31/2026

Job Title: Senior Manager, Community Engagement

Location: Remote

Reports to the Sr. Director of Programs

Senior Manager, Community Engagement - Phoenix Society for Burn Survivors

About Us

Phoenix Society for Burn Survivors is a nationally recognized, award-winning non-profit based in Grand Rapids, MI. We are dedicated to supporting and empowering anyone affected by a burn injury, as survivors and their loved ones often face a lifelong journey of physical, emotional, and social recovery. Phoenix Society fills a gap in care with programs and resources for social and emotional healing. With our international advocacy efforts, we also amplify the Survivor Voice to prevent burn injuries, improve care, and increase acceptance of people with scars.

Role Description

Phoenix Society is seeking a driven and strategic **Senior Manager, Community Engagement** to build and scale a local community engagement strategy across multiple U.S. markets. This role goes beyond maintaining existing relationships — it requires someone who can assess new markets, identify entry points, build infrastructure for sustained community presence, and activate networks that connect burn survivors to the support they need. The Senior Manager, Community Engagement is responsible for developing, strengthening, and expanding Phoenix Society's engagement with burn survivors, families, partners, volunteers, healthcare professionals, and community organizations. This role leads outreach initiatives that increase awareness of the organization's mission, connect survivors to essential programs, and build meaningful partnerships that enhance support networks for the burn community. This role reports to the Sr. Director of Programs.

Key Responsibilities

Market Strategy & Community Engagement

- Design and implement a scalable community engagement framework across diverse U.S. markets, including conducting market assessments, developing entry

strategies, and establishing local infrastructure such as partner maps, outreach protocols, and communication cadences.

- Prioritize and sequence market launches based on organizational capacity, survivor need, and strategic opportunity, accounting for regional demographics, healthcare infrastructure, and community dynamics.
- Develop and sustain strong relationships with burn centers, hospitals, fire service organizations, survivor networks, volunteers, and community partners across all active markets.
- Cultivate trusted relationships with community leaders, healthcare professionals, and grassroots advocates who can serve as local champions for Phoenix Society's mission.
- Represent Phoenix Society at community events, conferences, and outreach activities locally and nationally.

Partnership Development & Outreach

- Identify and cultivate partner organizations in each target market — including healthcare systems, social service agencies, fire departments, and other aligned organizations — using tiered partnership strategies that distinguish between referral partners, programmatic collaborators, and long-term strategic allies.
- Promote Phoenix Society programs to increase participation, visibility, and reach, tailoring outreach approaches to the specific needs and cultures of each community while maintaining alignment with organizational goals.
- Collaborate with internal cross-functional teams to synchronize outreach efforts with program capacity and organizational priorities.
- Maintain accurate, up-to-date records of partner interactions, MOUs, and collaborative projects across all markets.

Information, Referrals & Virtual Community Programming

- Supervise and support the Community Resources Specialist for Information and Referrals, providing strategic direction, coaching, and oversight to ensure consistent, high-quality connections between burn survivors and the resources they need.
- Oversee the organization's information and referral function, ensuring responsiveness, accuracy, and alignment with community needs and Phoenix Society programs across all markets.
- Lead the strategy and execution of virtual community programming, including online support groups, webinars, and digital engagement initiatives that extend Phoenix Society's reach beyond geographic boundaries.
- Ensure virtual programming is trauma-informed, accessible, and responsive to the evolving needs of the burn community.

- Integrate virtual programming with local market engagement strategies to create a seamless continuum of support for survivors and families.
- Identify opportunities to expand and innovate virtual offerings based on community feedback, participation data, and emerging best practices.

Education, Awareness & Events

- Support the planning and delivery of training, workshops, and presentations tailored to regional audiences, ensuring all messaging aligns with Phoenix Society's mission and reflects trauma-informed, culturally responsive communication.
- Coordinate with the marketing and communications team to localize survivor stories and campaign content for specific markets.
- Lead or support community events in active markets, including local touchpoints tied to Phoenix World Burn Congress and other national initiatives.
- Recruit and engage volunteers, peer mentors, and survivor advocates to serve as local ambassadors in each market.

Data, Reporting & Evaluation

- Maintain outreach logs, contact records, and market-level engagement data across all regions, and deliver regular reports on outreach progress, market penetration, and engagement trends.
- Use data insights to iterate on market strategies, refine outreach approaches, and inform decisions about new market expansion.
- Contribute to organizational learning by documenting and sharing what works across markets to support replication and continuous improvement.

Qualifications

Required

- Bachelor's degree in a related field or equivalent work experience (public health, social work, nonprofit management, communications, or similar).
- 7+ years of experience in community outreach, engagement, or nonprofit programming — with demonstrated experience standing up new programs or initiatives.
- Proven ability to build and manage relationships across multiple geographies or communities simultaneously.
- Experience developing and executing strategic outreach or engagement plans.
- Strong organizational and project management skills with the ability to manage multiple market timelines and priorities.

- Comfortable with frequent travel to support market activation and relationship-building efforts.
- Confident public speaker with experience presenting to diverse audiences.

Preferred

- Experience working in or alongside healthcare systems, burn centers, or trauma-affected communities.
- Familiarity with burn recovery processes and the burn survivor community.
- Experience with CRM systems or outreach tracking tools.
- Knowledge of community organizing principles and grassroots engagement strategies.

Work Environment

- Remote work environment and attendance at in-person meetings required.
- Moderate to significant amount of travel for events and partner meetings. Approximately, 10 trips annually.
- Flexibility for evening or weekend activities.

Salary Range: Based on experience and location: *\$80,000-\$100,000* annually.

If interested, please send a resume and cover letter to hire@phoenix-society.org

Phoenix Society is committed to creating an inclusive environment for all members of our community. We do not tolerate discrimination based on race, color, national origin, religion, sex, gender identity, gender expression, sexual orientation, age, mental or physical disability, genetic information, family status, or military/veteran status. We work together to educate each other, challenge our biases, and build a safer, more accepting community.