

Job Description

Job Title	Marketing and Communications Manager		
Reports to:	Development Director	Department:	Fund Development
Employee Type:	Full-Time	Classification:	Exempt
Supervisory Responsibilities:	N/A	Number of Employees:	N/A

Position Summary:	The Marketing and Communications Manager guides the strategy for all communications, social media, and public relations messages and collateral to consistently articulate the mission of THAW.
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Essential Functions

- Support the execution of PR plans designed to drive the needle upwards in the way of awareness, engagement, and revenue
- Develop media strategies and quarterly PR plans
- Manage activities of the PR firm
- Identify opportunities and stories for regional and local media
- Manage THAW's social media platforms including, but not limited to, Facebook, Twitter, Instagram and LinkedIn
- Manage, the development, distribution, and maintenance of all print and electronic collateral including, but not limited to, newsletters, brochures, and annual report.
- Manage communication between THAW and the organization's web design company
- Work with Development Director and Leadership Team to create an annual marketing & communications calendar.
- Seek, research, develop and pitch proactive news stories to enhance public awareness of THAW throughout the state of Michigan through a variety of print and electronic media outlets
- Draft speeches for CEO and Leadership Team as necessary and arrange interviews and other forms of contact
- Assists in the planning and execution of special events

Knowledge Skills and Abilities

- Excellent verbal and written communication skills
- Strong strategic communications skills, including planning, public affairs and outreach, crisis communications, communications metrics and measurement, and marketing
- Experience managing projects and consultants
- Understanding of and experience with all channels of paid and unpaid communications across platforms
- Ability to work in a fast-paced, rapidly-changing environment and to organize multiple and varied priorities
- Sincere commitment to work collaboratively with all constituent groups, including staff, board members, volunteers, donors, program participants, and other supporters
- Self-starter and able to work independently; enjoys creating and implementing new initiatives
- Well versed in all Microsoft Office products, social media platforms, and Adobe products
- Experience using email marketing tools ie: Constant Contact or Mail Chimp
- Graphic design and Word Press experience preferred.

Education and Experience

- Bachelor's Degree in Communications, Journalism, or Business required with a minimum three years related experience with progressive responsibilities.
- A demonstrated track record of accomplishments in communications and public relations. Nonprofit experience a plus.

Physical Requirements*

While performing the duties of this job, the employee may occasionally be required to stand, walk and/or stoop for long periods of time. Mild physical labor required to complete the tasks at hand. Other physical demands coincide with the duties of a Communication Manager professional. The employee must occasionally lift and/or move up to 25 pounds.

***THAW will make reasonable accommodations necessary to comply with the ADA regulations.**

Travel Requirements

Some travel will be required for position Must have reliable transportation, valid driver license and auto insurance.

Work Environment

This position operates in professional office environment. This role routinely uses standard office equipment such as computers, phones, photocopiers, filing cabinets and fax machines.