Job Description

Job Title: Marketing and Communications Manager

Reports to: Development Director  
Department: Fund Development

Employee Type: Full-Time  
Classification: Exempt

Supervisory Responsibilities: None  
Number of Employees: None

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.

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
• Under the direction of the Development Director, serve in the lead support role related to 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

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• 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 i.e.: 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.

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