



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.
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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
- 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

- 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.

The Heat and Warmth Fund (THAW) is an equal opportunity employer. THAW does not discriminate on the basis of race/color/religion/sex/national origin/veteran/disability/age/sexual orientation/gender identity or any other characteristic protected by law.