

## **Marketing and Communication Manager**

The Marketing and Communications Manager guides the overall strategy for marketing, communications, social media, and public relations messaging and collateral to articulate THAW's mission, brand, and programs consistently.

### **Essential Functions**

- Manage the development, distribution, and regular updates of all print and electronic collateral, including, but not limited to, newsletters, brochures, and annual reports.
- Create and execute an annual marketing & communications content editorial calendar.
- In partnership with the VP, Development, serve in a lead support role related to the planning and execution of special events.
- Manage THAW's social media platforms with a robust event and program content, including, but not limited to, Facebook, Twitter, Instagram, and LinkedIn.
- Manage activities of a contract PR firm whose goal is to enhance THAW's brand, including:
  - Develop media strategies and quarterly PR plans
  - Identify opportunities and pitch stories for statewide, regional and local print, TV, radio, and electronic media.
- Manage THAW website, including content (WordPress).
- Draft remarks and talking points for CEO and Leadership Team as necessary and arrange interviews and other contact forms.
- Partner with Programs, Operations and other internal teams to provide marketing and communications support.
- Seek new, and execute existing advertising opportunities to promote THAW events and programs in radio, local media, signage, digital advertising.

### **Knowledge, Skills, and Abilities**

- Excellent verbal and written communication skills.
- Solid strategic communication skills, including planning, public affairs and outreach, crisis communication, communication metrics, measurement, and marketing.
- Possess some understanding of the advertising sales process.
- Experience managing projects and consultants.
- Understanding of and experience with all channels of paid and unpaid communication 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.
- Experience designing and promoting fundraising events.
- 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 or similar design products (Canva).
- Experience using email and social media management tools i.e., Constant Contact, Sprout Social.
- Graphic design and Word Press experience preferred.

### **Education and Experience**

- Bachelor's Degree in Communication, Journalism, or Business/Marketing required with a minimum of three years related experience with progressive responsibilities.
- 2-4 years experience leading marketing and communications programs.
- A demonstrated track record of accomplishments in communications and public relations. Nonprofit experience is a plus.

### **Physical Requirements**

While performing the duties of this job, the employee is regularly required to stand, walk and/or stoop for long periods. 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.**

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.