



Neighbors Helping Neighbors In Need

www.thawfund.org

Job Title	Marketing and Communications Manager		
Reports to:	Chief Development Officer	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

In this role, you'll be responsible for developing and executing a wide range of communication strategies to elevate THAW's brand and mission. Your key responsibilities will include:

- **Content Creation & Management:** You'll manage the creation and distribution of all print and electronic materials, including newsletters, brochures, eblasts, and the annual report. This also involves drafting speeches for the CEO and Leadership Team, as well as providing copies for all THAW departments for diverse audiences and topics.
- **Digital & Social Media Engagement:** You'll oversee and grow THAW's social media presence across platforms like Facebook, Instagram, and LinkedIn. This includes designing, promoting, and reporting on paid social media campaigns. You'll also be responsible for updating external communications on our website, such as building closures, and managing our relationship with the web design company.
- **Strategic Communications & PR:** Working closely with the Chief Development Officer and Leadership Team, you'll contribute to an annual marketing and communications calendar. You'll also support the execution of PR plans, develop media strategies and quarterly PR plans, coordinate activities with our PR firm, and actively identify and pitch proactive news stories to regional and local media outlets throughout Michigan.
- **Event Support & Documentation:** You'll attend and document fundraising and community-based events, capturing content through photography and videography for social media and record-keeping. You'll also support event activities and planning, including managing elements like QR codes and digital raffles for auctions, sponsorship recognition, and donor cultivation.
- **Interviews and Media Contact:** Arrange interviews and other forms of contact as necessary.

Knowledge, Skills, and Abilities

We're looking for a highly motivated and skilled individual with a passion for strategic communication and community engagement. The ideal candidate will possess:

- **Exceptional Communication Skills:** Demonstrated excellence in both verbal and written communication.
- **Strategic Communications Expertise:** Strong skills in planning, public affairs, outreach, crisis communications, and communications metrics and measurement.
- **Digital Proficiency:** Well-versed in all Microsoft Office and Adobe products and experienced with social media platforms and email marketing tools (e.g., Constant Contact or Mailchimp). You should also be able to interpret algorithms and Google Analytics to drive growth in reach and audience engagement.
- **Project Management:** Proven experience managing projects and external consultants.
- **Adaptability & Collaboration:** Ability to thrive in a fast-paced, rapidly changing environment, organize multiple priorities, and work collaboratively with diverse constituent groups, including staff, board members, volunteers, and donors.
- **Self-Starter Mentality:** A self-starter who can work independently, enjoys creating and implementing new initiatives, and is committed to THAW's mission.
- **Preferred Skills:** Graphic design and WordPress experience are a plus.

Education and Experience

- Bachelor's degree in Communications, Journalism, or Business required with a minimum of 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 stop 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

Travel for this position may be approximately 20-35%. Must have reliable transportation, valid driver's license and 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.