

Manager of Communications

The Manager of Communication's primary responsibility is to develop and implement XYZ communications plan, manage external XYZ communications, (including all XYZ websites and Social Media forms) increase XYZ's positive visibility, manage XYZ's brand equity and consistency and manage media relations.

I. Communications:

- Develop and implement an over-arching Communications Plan which incorporates all aspects of XYZ's external communications
- Develop and implement a media relations strategy
- Develop and implement a Social Media Plan
- Utilize social media tools to market and promote XYZ events, programs and initiatives
- Develop and implement XYZ websites
- Maintain up to date information – ensuring consistency with Communications Plan and Brand Strategy
- Manage all external communications, including, but not limited to:
- Write and edit weekly electronic email newsletter. Solicit and coordinate advertising
- Manage communication vehicles such as Annual Member, press releases, opportunity flashes, and newspaper/magazine columns
- Provide updates to XYZ Boards as necessary
- Be present & visible at all XYZ functions, actively engage members and attendees. Work to solicit feedback from members regarding XYZ communications

II. Linkage to Entrepreneur Community:

- Manage XYZ's relationship with the Entrepreneur Community
- Identify collaboration opportunities
- Manage events focused on Entrepreneur Community

III. Manage XYZ's Brand:

- Ensure consistency in XYZ's brand for all external communications
- Develop & implement brand standards
- Ensure consistency in XYZ's message across all communications and mediums
- Partner with Manager of Member Services to conduct Member Surveys

IV. General Office Support and Events, as needed:

- Assist with events and programs as needed

Job Requirements

Education, training, experience:

B.A. or equivalent experience. Candidate must have strong written and verbal skills with demonstrated previous experience in media relations. Candidate must demonstrate strong organizational skills and previous experience in managing communication plans across a wide variety of media. Attention to detail is critical as well as the ability to think independently and manage across numerous competing priorities. Candidate should be comfortable working independently and be able to multi-task while consistently meeting deadlines. Candidate must have working knowledge of computers, databases, experience in Microsoft Office products as well as experience with Social Media tools.