



community foundation

**Muskegon County**

## **Marketing and Communications Manager**

Reports to: President/Chief Executive Officer  
FLSA status: Salaried

### General Summary

The Marketing and Communications Manager is responsible for championing and guiding the Community Foundation's brand management and constituent relations. Formulates and oversees the Community Foundation's communications plan for all internal and external communications and perceptions, including print, digital and social media and knowledge management. Formulates and oversees the Community Foundation's communications plan for all internal and external communications and perceptions, including print, digital and social media and knowledge management. Oversees all aspects of communications, special event and experience management, audience development, media relations, and crisis management. Promotes continuous improvement on best practices in internal and external communications and marketing. Leads activities that create an environment in which internal and external audiences will experience philanthropy.

The Marketing and Communications Manager also works closely with and guides the Frauenthal Center's Executive in developing and executing its communication plan. Contributes to decisions that impact the ongoing reputation of the entire organization and strategic planning and implementation.

Diversity, equity and inclusion are important values of the Community Foundation. We are striving for a diverse workforce, made up of staff that represents the communities we serve.

Principal Duties and Responsibilities (These are intended to describe the general requirements for the performance of this job. It is not intended to be an exhaustive statement of duties, responsibilities, or requirements. All duties are to be performed in accordance with established Community Foundation policies, standards, and protocols.)

### Management & Supervision

1. Works collaboratively with senior leadership to develop and implement communication strategies to broaden the strategic impact of the Community Foundation's and Frauenthal Center's programs through oversight of organizational messaging.
2. Oversees and directs activities and performance of assigned staff and contractors.
3. Makes recommendations on personnel matters concerning assigned employees including hiring, promotions, discipline, discharges, and performance.

4. Advises affiliate offices, community funds, supporting organizations, and community partners with communications leadership, branding consistency, and technical assistance as needed.

### Branding and Imaging

1. Develops, implements, and manages the Community Foundation's internal and external communications activities with a focus on establishing and delivering key branding messages and strategies to reach various constituencies.
2. Leads the organization in developing comprehensive communications plans, including public relations and marketing strategies and tactics for various activities, services, and programs.
3. Coordinates communications with all departments to ensure a consistent and accurate voice, quality, and brand unity in all materials.

### Marketing and Public Relations

1. Reviews and evaluates presentations and materials prepared by others to ensure clear and consistent brand messaging and image are honored; selects appropriate promotional gifts and awards.
2. Oversees production of all external communications including annual reports, newsletters (print and electronic), websites, social media sites, press releases, brochures, event invitations and programs, special reports, fact sheets, and other materials. Ensures finished products meet consistency, quality, and performance standards.
3. Supervises the planning and implementation of special events including donor gatherings, recognition events, campaign kickoffs, public meetings, community briefings, trustee receptions, awards events, and other opportunities for community dialogue.
4. Serves as the central point of contact for all press inquiries: pitches stories, cultivates relationships with media, plans news conferences, and develops content in collaboration with staff.
5. Directs crisis communications activities as needed.
6. Devises and implements appropriate marketing strategies and tools necessary to determine community perceptions and level of support for planned objectives.

### Speechwriting and Presentations

1. Provides communications and speechwriting services to President/CEO, including audience research, identification of strategic messaging goals, and preparation of speeches, talking points, and presentations.
2. Represents the Community Foundation in public settings through speeches and presentations; interaction with donors, prospects, and grantees; engagement in collaborative planning groups and project task forces; and as spokesperson for the organization with the media and other audiences as appropriate.

3. Oversees and approves development and design of all staff presentations, including written communications, speeches, illustrations, workshop materials, and educational training guides.

#### Administration

1. Promotes continuous improvement in quality and efficiency of services by revising and developing standards, investigating problems and concerns, implementing appropriate corrective actions, and providing effective direction and motivation to staff.
2. Engages actively in building cross-functional relationships to better ensure that external communications reflect a consistent message and image for the Community Foundation and Frauenthal Center.
3. Plans and administers the budget for communications activities.
4. Performs other duties as assigned.

#### Information Management Systems

1. Develops a file management (structure) system for the creation and storage of documents, imagery, and graphics that organizes files in a logical and easily retrievable format which ensures that the content, context, and structure of records is preserved and protected when the records do not have a physical existence. This has important implications for the authenticity, reliability, and trustworthiness of records.
2. Adheres to established protocol and standards when entering or updating data.

#### Professional Development

1. Keeps current regarding trends and developments in design, communications technology, community foundation marketing and communications, including applicable laws and regulations, through reading of professional literature and attendance at appropriate seminars, conferences, and workshops.

#### Knowledge, Skills, and Abilities Required

1. Completion of a bachelor's degree in marketing or visual communications, public relations, graphic design or a related field, or 10 years of progressive experience in these field(s)..
2. Able to analyze qualitative and quantitative data, communicate effectively in person and in writing, and interpret, explain, and promote creative ideas and concepts to completion.
3. At least 5 years of related work experience resulting in knowledge of the organization and operation of design and development of print, digital, web, and social media communications materials. Ability to work with vendors to complete projects and meet deadlines and budgets.

4. Advanced interpersonal skills necessary to deal effectively and persuasively, in person and in writing, with a variety of individuals and organizations; promote community relations and support; conduct formal presentations to Trustees and community organizations.
5. High-level analytical abilities necessary to evaluate and plan short and long term brand and identity strategies and programs; develop and administer policies and procedures; monitor activities and results; and identify emerging trends in design, technology, and communication and proactively keep the Community Foundation as a leader in the community.
6. Knowledge and skill in utilizing Microsoft Office and Adobe Creative Suite software.
7. Knowledge and skill in executing website management on a WordPress platform.
8. Ability to handle confidential information in a professional manner.

**To apply: Send cover letter, resume and portfolio documents, including:**

1. 2-3 representative examples of writing
2. Up to 2 examples of marketing campaigns you have developed/implemented
3. 1 example of social media management
4. 1 example of website administration

**to Rick Cornell, [rick@muskegonfoundation.org](mailto:rick@muskegonfoundation.org) by March 27, 2019.**