

Job Description

Title: Communications Manager
FLSA Status: Exempt

Department: Community Affairs
Reports to: _____

Job Summary:

The Communications Manager is responsible for overseeing the design, development, management and execution of communications, media relations, marketing, and public relations plans under the general direction of the supervisor and is responsible for building campaigns designed to raise public awareness of the mission and programs at the Early Learning Coalition of Miami-Dade/Monroe. The Communications Manager will evaluate proactive and targeted media placement strategies; develop key themes, messages and press materials that will resonate with and engage media contacts; create, implement and collaborate on strategies to convert content to achieve media placements; and conduct media pitches that will result in major placements and executive interviews. The Communications Manager will develop and implement long and short-term public relations strategy; coordinate branding and positioning activities; manage advertising, marketing communications, and promotions; ensure the smooth management of special events; generate partnerships with community organizations; direct media relations, and fully integrate the Early Learning Coalition into the community.

Essential Duties and Responsibilities:

- Develop and implement annual communications, media relations, marketing, and public relations plans
- Design and executes multi-media awareness campaigns to increase community awareness of the ELC
- Direct design and development of editorial content for both internal and external communications including: annual reports, newsletters, board and legislative informational pieces
- Develop key messages to deliver consistent positioning for ELC's programs and services – Work with ELC's staff and the press to ensure that these key messages are utilized in articles/statements about the ELC
- Manage website design and development to address the needs of a culturally diverse, trilingual target audience
- Create development materials to garner support from community-based organizations and other local partners
- Identify local partnership opportunities with both corporate and community-based organizations to leverage media campaign and corporate objectives
- Manage budget for maximum reach across key target constituencies and key markets
- Manage general public relations activities: media contact, press releases, interviews, etc.
- Serves as representative to community boards as assigned
- Arrange public appearances, lectures, contests, special events and public relations activities as needed or exhibits to increase programs and service awareness and to promote goodwill
- Prepare and deliver speeches to further public relations objectives
- Consult with advertising agencies or staff to arrange promotional campaigns in all types of media for ELC programs and objectives
- Establish and maintain cooperative relationships with representatives of community, consumer, employee, and public interest groups
- Plan and direct development and communication of informational programs to maintain favorable public and stakeholder perceptions of the ELC's accomplishments and agenda
- Respond to requests for information from the media or designate another appropriate spokesperson or information source

- Study the objectives, promotional policies and needs of the ELC to develop public relations strategies that will influence public opinion or promote ideas, products and services
- Coach staff in effective communication with the public and with employees
- Respond to request for information from the media with factual key messages in a timely manner and keep leadership apprised of potential coverage
- Advise leadership team and other subject matter experts prior to/during/after media encounters
- Supports the mission of the coalition
- Requires attending meetings and community functions with CEO and other senior level staff
- Provide creative ideas and advice for Directors and Executive Staff on communication pieces designed to enhance good will and focus employees on operational goals and objectives
- Proactively participate in other program activities to identify and coordinate communication/marketing support needs
- Coordinate the development of the annual report
- Responsible for creating effective marketing strategies, profiling clients, and the development and implementation of a strategic sales plan.
- Responsible for generating new business leads by cold calling and coordinating external meetings with potential clients
- Responsible for the preparation of sales proposals and presentations for potential clients
- Responsible for negotiating terms and executing contracts with new business
- Responsible for the preparation and maintenance of monthly sales reports
- Liaison with Miami-Dade County and Monroe County central agency and coordinate appointments, eligibility, and payments
- Responsible for the use of an agency paid cell phone and/or P.D.A.-Blackberry device
- Responsible for the content of the Director's departmental related portion of the ELC website and the maintenance/accuracy of that content
- Performs related duties as required

Skills and Abilities:

- Accountability
- Must have excellent interpersonal skills and the ability to work will with senior staff
- Excellent communication skills, both written and oral
- Ability to work effectively with a diverse population
- Must be able to work effectively with all levels of the organization
- Must have access to a vehicle and be able to drive
- Must be able to travel up to 50%

Computer Equipment and Software Requirements:

- Microsoft Office Suite

Experience and Training:

- Bachelors degree or MA/MS in marketing, communications, business development or related field
- Five (5) years relevant experience
- Minimum of five (5) years of administrative/management experience in comparable organization
- Equivalent training or experience may be substituted on a year for year basis for the required education.

Physical Demands:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made

to enable individuals with disabilities to perform the essential functions. While performing the duties of this job, the employee is frequently required to sit, talk, hear and use hands and fingers to operate and handle keyboards and controls. The employee is occasionally required to walk and reach with hands and arms. The employee must occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision and the ability to adjust focus.

Work Environment:

The work environment characteristics described in this document are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The noise levels in the work environment may vary but are usually moderately quiet.

This job description in no way states or implies that these are the only duties to be performed by the employee(s) incumbent in this position. Employee(s) will be required to follow any other job-related instructions and to perform any other job-related duties requested by any person authorized to give instructions or assignments. A review of this position has excluded the marginal functions of the position that are incidental to the performance of fundamental job duties. All duties and responsibilities are essential job functions and requirements and are subject to possible modification to reasonably accommodate individuals with disabilities. To perform this job successfully, the incumbent(s) will possess the skills, aptitudes, and abilities to perform each duty proficiently. Some requirements may exclude individuals who pose a direct threat or significant risk to the health or safety of themselves or others. The requirements listed in this document are the minimum levels of knowledge, skills or abilities. This document does not create an employment contract, implies or otherwise, other than an "at will" relationship.

Employee

Date

Supervisor

Date