



Communications Manager

Job Brief

We are seeking a Marketing and Communications Manager to design and implement marketing strategies that cultivate our relationship with media, engage our target audiences, and boost our brand awareness.

Job Description

- Develop a marketing communications plan including strategy, goals, budget and tactics
- Coordinate all public relations activities, including social media management, writing materials, developing content, building outreach strategies, and conducting media relations
- Coordinate all aspects of community, donor, and education outreach communications
- Develop partner organization relationships
- Manage marketing for community events

Responsibilities

- Develop media and partner relations strategy for placements in print, broadcast, and online media
- Coordinate with internal teams (e.g. Development, Education and Museum) to maximize brand consistency in all marketing efforts
- Direct social media to engage audiences across multiple platforms
- Leverage existing media relationships and cultivate new contacts
- Create content for press releases, byline articles and keynote presentations
- Monitor, analyze and communicate marketing results as needed
- Evaluate opportunities for partnerships, sponsorships, and advertising on an on-going basis
- Working with the Education department, market adult education events including a weekly Lunch and Learn program
- Maintain a keen understanding of trends affecting donors, and the education community making appropriate recommendations regarding communication strategies
- Manage sensitive issues to maintain the organization's good reputation

Requirements

- Proven working experience in public relations or marketing
- Ability to update website content and synthesis analytics
- Expertise in different social networks, including Facebook, Twitter and Instagram
- Exceptional writing and editing skills
- Bring diversity in thought and experience
- Ability to work across teams to create consensus around communications strategies
- Ability to build strong relationships with media outlets
- Excellent communication and presentation skills with confidence to serve as the company's spokesperson
- BA/MA degree in a related discipline, or equivalent work experience

Salary range \$50,000 to \$65,000. Send inquiries to Dee@HolocaustCenterSeattle.org