

Title:	Content & Communications Manager
Reports To:	Director of Creative & Brand Strategy
FLSA Status:	Nonexempt: Full-Time, Hourly

Overview:
The Content & Communications Manager leads non-touring campaign execution and day-to-day storytelling across institutional portfolios. This role manages the content calendar, produces organic social and email copy, delivers template-based designs and light video, supports PR production, coordinates timelines and deliverables, and coordinates non-touring traditional media buys with approval by the Director of Marketing.

<p>Essential Duties and Responsibilities (Note: Other duties may be assigned) <i>To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. Reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions.</i></p>
<p>Strategic Leadership and Collaboration</p> <ul style="list-style-type: none"> • Supports the implementation of marketing and communications strategy in alignment with the Honeywell Arts & Entertainment brand and strategic plan. • Collaborates with the marketing team to ensure efficient and effective execution of strategic goals. • Partners with other departments to ensure deliverables are achieved on time while maintaining the highest standards of quality and consistency within the appropriate brand style and voice. • Provides marketing coverage as needed. Participates in product development and research by attending Honeywell events, workshops, and meetings as needed.
<p>Content and Storytelling</p> <ul style="list-style-type: none"> • Manages the cross-division content calendar for institutional portfolios. • Writes and adapts copy for email, web, and social; ensures brand voice consistency. • Produces organic social content and simple motion/reels using established templates. • Campaign Execution (Non-Touring) • Build campaign outlines, timelines, and asset lists for arts, development, Honeywell Arts Academy, movies, and education campaigns. • Coordinates with Creative & Brand Strategy for creative direction and with Digital Growth for paid/CRM needs. • Coordinates non-touring traditional media buys; obtaining approvals from the Director of Marketing.

- Tracks performance against goals; provides insights to improve future cycles; creates creative variants requested by Digital for testing.
- PR Production Support and Web Updates
- Drafts press materials and assemble media kits under the direction of the Assistant Director of Marketing; Brand provides framework and layout.
- Posts institutional web updates (copy/graphics) within established brand and web standards.
- Timeline Coordination
- Works with the Marketing Coordinator to ensure timely routing, printing needs, and delivery.

Responsibilities are subject to change and increase as the position evolves.

Knowledge, Skills and Abilities

The requirements listed below are representative of the knowledge, skills, and/or abilities required to perform each essential duty satisfactorily. Reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions.

- **Adaptable and Eager to Learn:** Flexible in dynamic environments with a drive for continuous growth.
- **Strong Communication:** Skilled in delivering clear, compelling presentations and building relationships.
- **Confidentiality and Integrity:** Handles sensitive information with discretion and professionalism.
- **Time Management and Attention to Detail:** Efficiently prioritizes tasks and ensures high-quality results.
- **Project Management:** Experienced in leading projects, managing resources, and meeting deadlines.
- **Decision-Making and Problem-Solving:** Strong judgment in resolving complex issues.
- **Tech-Savvy:** Advancing in Microsoft 365 and leveraging technology for productivity.
- **Industry Knowledge:** Stays current on trends and best practices to drive innovation.
- **Leadership:** Leads teams to achieve departmental goals and maintains team morale.
- **Change Management:** Supports teams through change processes and fosters adaptability.
- **Financial Acumen:** Manages budgets and resources for optimal efficiency.
- **Relationship Building and Collaboration:** Fosters collaborative, mutually beneficial relationships to support organizational growth and stewardship.
- **Negotiation:** Effectively negotiates win-win outcomes with others.
- **Innovation and Problem-Solving:** Drives process improvements and creative solutions.
- **Cross-Functional Collaboration:** Works seamlessly across teams to achieve objectives.
- **Customer-Centric:** Focuses on delivering exceptional customer experiences.

- **Results-Oriented:** Consistently achieves goals on time and within budget.

Education and/or Experience

Bachelor's degree in Marketing or Communications field and 3-5 years of related experience.

Environment and Physical Demands

The physical demands described here are representative of those an individual must meet to successfully perform the essential functions of this job. Reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions.

- Office environment.
- Utilizing an office desk – sitting, reading, listening or speaking with the ability to move intermittently throughout the day.
- Constant walking and standing; frequent bending, stooping and reaching.
- Occasionally lift up to 25 lbs. with the ability to push or pull more than 25 lbs.
- Ability to work in a fast-paced environment.
- Strong sensory skills, such as good eyesight, good hearing, and dexterity.
- Ability to operate office equipment, including computers, copiers, fax machines, and phones.

Other Requirements

Position may require overtime including limited evening hours.