

Title:	Communications Manager
Reports To:	Vice President of Marketing
FLSA Status:	Exempt: Full-Time, Salary

Overview:
The Communications Manager is responsible for external and internal communications and public relations on behalf of Honeywell Arts & Entertainment to ensure its message is consistent with brand strategy and engages audiences in order to continue to foster the growth and expansion of the organization. This role will partner with the Director of Marketing and Director of Creative Services to ensure successful execution of Marketing and Communication plans.

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 accommodations may be made to enable individuals with disabilities to perform the essential functions.</i>
<p>Manages annual communications plan</p> <ul style="list-style-type: none"> • Writes and edits new and existing external and internal documents • Ensures that company communications are in line with brand and marketing strategy <p>Implements and utilizes department strategic plan</p> <p>Manage public relations on behalf of Honeywell Arts & Entertainment</p> <ul style="list-style-type: none"> • Pitch stories to local and regional publications • Write press releases • Set up interviews and event coverage • Seek out new press opportunities • Create and maintain relationships with regional media • Help monitor Honeywell Arts & Entertainment publicity • Coordinate photographers and videographers • Pursue presentation opportunities on behalf of the Honeywell Arts & Entertainment <p>Coordinates artist communications</p> <ul style="list-style-type: none"> • Serves as lead liaison between artist management and marketing department • Lead and coordinate project/production schedules and approval processes for print and electronic communication in collaboration with artist management and marketing team <p>Manage social media content plan</p> <ul style="list-style-type: none"> • Draft, edit, and proofread social media content • Manage multiple social media pages on multiple platforms • Handle the distribution of external content including press releases and social media channels

- Conducts market research and recommends best practices to stay up-to-date on social media trends to optimize on the deliverability of content
- Determine the best medium to deliver messages to reach appropriate audiences using the latest technology, such as internet, intranet, newsletters, media relations, printed materials, electronic media, outreach, advertising and awareness, education, and personal connections
- Ensure deliverables are achieved on time while maintaining the highest standards of quality and consistency within the appropriate brand style and voice

Write and oversee the implementation of marketing plans

- Reference documented processes, previous instruction, and established guidelines to address challenges. Escalate more complex challenges or challenges outside the scope of defined practice
- Works with marketing team to coordinate for efficient and effective work results to meet goals of strategic plan

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 accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Professional interpersonal, written, and verbal communication skills
- Proactive and adaptable with the ability to work under pressure to meet deadlines in a fast-paced environment
- Strong public relations writing skills
- Ability to tell the company's story
- Familiar with managing social media platforms for a business
- Strong team player who works well with others to achieve optimal results
- Highly resourceful with the ability to also be extremely effective independently
- Excellent organizational skills and attention to detail
- Strong work ethic
- Ability to perform and prioritize multiple tasks seamlessly
- Ability to build relationships with the team
- Actively seeks opportunities and proposes solutions
- Strong computer skills
- Microsoft Office and Excel proficiency
- Ability to develop new relationships in a social setting

Education and/or Experience

Bachelor's degree in a 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 accommodations 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.