

# POSITION DESCRIPTION

## COMMUNICATIONS & ENGAGEMENT MANAGER

Employment Status - Full Time

FLSA Classification - Exempt

### **Purpose**

The Communications & Engagement Manager serves as the public information liaison between the various MotorCities National Heritage Area Partnership stakeholders. Primarily, she or he guides the strategy and plans the implementation for all communications to meet the organization's mission of promoting, preserving and interpreting the automotive and automotive labor story unique to Michigan. The position also assists in promoting and implementing programs and takes the lead role in maintaining and growing a database of MotorCities supporters and donors, as well as executing membership and sponsorship campaigns.

### **Main Tasks and Responsibilities**

- Administer the organization's public outreach efforts in order to increase awareness and engagement
- Create and implement a broad communications plan and brand strategy including coordination of message across platforms with a calendar of goals and strategies
- Maintain and promote the MotorCities Speakers Bureau and provide public speaking support (drafting speeches, presenting on occasion, etc.)
- Manage social media platforms including, but not limited to, Facebook, X, Instagram, LinkedIn and YouTube.
- Oversee all aspects of website, including interfacing with web designer, updating content and tracking analytics
- Develop and pitch press releases, fact sheets and industry highlights to media and public and oversee press conferences
- Strengthen media contacts, monitor media coverage and pitch stories and interviews
- Develop content and layout for a variety of printed materials and e-communication for brochures, annual reports, weekly e-newsletters, etc.
- Edit, write and post weekly newsletter articles, blogs and social media posts researching as necessary
- Initiate, coordinate and oversee special projects/promotions/community activities like a passport program, auto and labor anniversaries, online public programs, etc.
- Administer the donor database on Bonterra (formerly Network for Good) and utilize its tools to execute annual membership and sponsorship campaigns, including gift recognition and benefit fulfillment
- Assist with government affairs such as outreach, education, presentation, speeches and relationship development

## **Essential Skills and Experience**

- Bachelor's degree in communications or related field
- 7-10 years minimum of combined, relevant experience in communications, marketing or public engagement
- Extensive knowledge and experience with social media programs and applications
- Solid understanding of key marketing principles and best practices for branding
- Expertise with web page administration (Google Analytics, CMS, etc.)
- Excellent writing, storytelling and editing skills with strong attention to detail
- Ability to create documents such as press releases, press packets and media alerts
- Expertise in public affairs and outreach with strong media relationships
- Graphics expertise for newsletters/invitations/special materials
- Experience with photo and video editing and design. Adobe Creative Suite preferred.

## **Key Competencies**

- Excellent verbal, oral, and written communication skills
- Professional deportment, strong planning, organization and project execution skills
- Interpersonal skills such as initiative, problem-solving skills and collaborating with other stakeholders
- Ability to work in a fast-paced environment and juggle multiple projects with limited supervision.
- Well versed in all Microsoft Office products, social media and Constant Contact; familiarity with Network For Good/Bonterra a plus
- Prior experience in nonprofit sector a plus

## **Salary & Benefits**

Salary Range: \$60,000 - \$70,000 annually, commensurate with experience

- Health, dental insurance; visual allowance
- Simplified Employee Plan (SEP) retirement plan with employer contributions
- Paid time off (vacation, sick leave, holidays)
- Professional development opportunities
- Hybrid work flexibility
- Reimbursement for travel within the heritage area

**Work Environment & Travel Requirements:** The MotorCities National Heritage Area is a hybrid work environment headquartered at the Chroma co-working space in Detroit, MI and serves 16 counties representing a population of over 6.5 million. Some travel is required throughout the heritage area, and some evening and weekend activities will be necessary. Must have reliable transportation, valid driver's license and car insurance.

**Physical Requirements:** While performing the duties of this job the employee may occasionally be required to stand, push/pull, walk and/or stoop for periods of time. Mild physical labor sometimes required. Requires frequent sitting, repetitive hand/wrist movement. The employee must occasionally lift and/or move up to 25 pounds.

**Work authorization/security clearance requirements:** Must be able to complete documentation required by IRS Form I-9, Employment Eligibility Verification

**EEO statement:** MotorCities National Heritage Area is an equal opportunity employer. The organization does not discriminate in employment on account of race, color, religion, national origin, citizenship status, ancestry, age, sex, sexual orientation, marital status, disability, or military status.

**Other duties:** Please note this position description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.

### **Signatures**

This job description has been approved by:

Employer: \_\_\_\_\_ Date: \_\_\_\_\_

Employee signature below indicates the employee's understanding of the requirements, essential functions and duties of the position.

Employee: \_\_\_\_\_ Date: \_\_\_\_\_