

Job Description:

Communications Manager

Communications Administration

- Execute the annual communications plan
- Execute the implementation and training of TeenPact's brand and subbrands
- Execute maintenance and regular updates to the TeenPact website(s)
- Manage e-newsletters (*Impact*, etc) and email database (Mailchimp)
- Execute project management for Communications work supporting each TeenPact department
- Execute maintaining the highest standard of excellence, including a consistent editing process
- Execute photography standards and maintain a current photography database
- Execute the development and management of videography projects
- Execute the development, implementation, and evaluation of national marketing plans
- Monitor registration State Classes and Alumni Events registration numbers, coordinating additional promotions as needed
- Manage social media accounts (Instagram, Facebook, YouTube, LinkedIn, etc.) and the expansion of our reach
- Manage the development of promotional resources for State Coordinators
- Support Field Directors and State Coordinators with in-state promotions
- Manage the implementation of annual Communications Team SMART Goals
- Coordinate design for digital and print materials, promotions, and the TeenPact Store
- Coordinate the development of new products for the TeenPact Store
- Coordinate efforts to support the Development Team in digital and print fundraising needs

Personnel Coordination

- Coordinate Communications Team members
- Organize and facilitate weekly sync meetings with Communications Team members
- Organize and facilitate biannual Vision Meetings with Communications Team
- Identify and acquire personnel to fill needs
- Oversee the training of new Communications Team members
- Lead Communications + Branding orientation meeting for new TeenPact employees

Event Participation

- Serve at Staff Training
- Serve at National Convention
- Participate in annual Employee Planning Meeting