

Job Title: Communications Manager
Reports To: Executive Director
Department: Countywide Strategic Plan
FLSA Status: Exempt

Open Date: March 8, 2017

Resume Due Date: March 24, 2017

Submit To: Jobs.csp@laedc.org

Summary:

Use your strong communications skills to promote social change! More than 500 Los Angeles stakeholders representing business, government, nonprofits, labor, education and community organizations helped to develop seven “big goals” for 2016-2020 that will make our region a better place to live, with better paying jobs, and more prosperity for all of our residents. Here is a link to the Strategic Plan that includes these goals: <http://laedc.org/strategicplan/> Now the time has come to implement these goals, and we are hiring a team to work with community organizations in this implementation, which will include tracking progress with metrics; communicating successes via a new website and a variety of communications tools; and meeting with many Los Angeles leaders and organizations who will be involved in this process. If you are interested, please submit your resume by 5 PM March 24, 2017.

Duties

- Responsible for maintaining consistent marketing, branding, design and messaging of County Strategic Plan online, video, and print materials and information
- Responsible for collaborating with LAEDC Public Relations and Marketing Directors to share resources, coordinate outreach and ensure consistent overall agency messaging and branding
- Responsible for the design, content, production and launch of website for the County Strategic Plan
- Oversee day-to-day management (including updates) of the Strategic Plan website and social media sites to ensure timeliness and accuracy, and use discretion in determining upgrades to these sites
- Oversee the production of County Strategic Plan print and web-based materials, including annual and final County Strategic Plan progress reports, as well as videos and slide shows
- Manage promotional support for County Strategic Plan special events, including the development of press releases (in coordination with Director of PR), flyers, videos, infographics and social media messaging, and when appropriate, joint promotion with Strategic Plan partners
- Coordinate traditional and online media tools to promote County Strategic Plan successes, activities, and events, serving as a spokesperson, when appropriate
- Develop County Strategic Plan press kit, update as needed, and in coordination with Director of PR, make available to media representatives and on the website
- In coordination with the Executive Director, attend certain Strategic Plan partner meetings and community events related to Strategic Plan goals and objectives, including, when appropriate, taking photographs and videos, and, tweeting for use in Strategic Plan communications
- Coordinate with Strategic Plan partner organizations to obtain press releases, photographs and/or videos of their projects and work, to use on our website and social media platforms as ways to promote Strategic Plan progress and successes. Coordinate media, government and other stakeholder requests for Strategic Plan speaking engagements
- Develop and maintain PR archives and cross-files including press releases and media articles, project plans, timelines, recap, feedback, action items and more
- Maintain event photo files and electronic photo archive. Maintain current media hits report
- Manage outside products and service vendors



- Manage marketing expenses and ensure cost containment
- Create and execute marketing project management and development plans across multiple initiatives and revise as appropriate to meet changing needs and requirements
- Conduct post project analysis identifying best practices and opportunities for improvement. Assist in the optimization of resource allocation

Competency:

To perform the job successfully, an individual should demonstrate the following competencies:

Design – Generates creative solutions; Translates concepts and information into images; Uses feedback to modify design; Applies design principles; Demonstrates attention to detail.

Oral Communication – Speaks clearly and persuasively in positive or negative situations; Listens and gets clarification; Responds well to questions; Demonstrates group presentation skills; Participates in meetings.

Project Management – Develops project plans; Coordinates projects; Communicates changes and progress; Completes projects on time and budget; Manages project team activities.

Written Communication – Writes clearly and informatively; Edits work for spelling and grammar; Varies writing style to meet needs; Presents numerical data effectively; Able to read and interpret written information.

Initiative – Volunteers readily; Undertakes self-development activities; Seeks increased responsibilities; Takes independent actions and calculated risks; Looks for and takes advantage of opportunities; Asks and offers help when needed.

Planning/Organizing – Prioritizes and plans work activities; Uses time efficiently; Plans for additional resources; Sets goals and objectives; Organizes or schedules other people and their tasks; Develops realistic action plans.

Qualifications:

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Education/Experience:

Fifth year college or University program certificate; or two to four years related experience and/or training; or equivalent combination of education and experience.

Language Ability:

Ability to read, analyze, and interpret general business periodicals, professional journals, technical procedures, or governmental regulations. Ability to write reports, business correspondence, and procedure manuals. Ability to effectively present information and respond to questions from groups of managers, clients, customers, and the general public.

Computer Skills:

To perform this job successfully, an individual should have knowledge of Microsoft Word, Excel, E-mail, Internet, and Design Software.

The LAEDC is a 501(c)(3) public-benefit organization

