



**Position Title: Communications Manager**

**Reports To: CEO/GM or Designee**

**FLSA: Exempt**

**General Summary:**

The Communications Manager promotes public understanding of **ecomaine's** mission, actions, capabilities and concerns, including the general public and specific audiences. The position anticipates reactions and concerns of specified audiences and offers solutions and effective approaches to keep them informed and engaged in best practices. Ensures **ecomaine's** positive reputation is well established, so that problem solving is easier and requests have credibility. Provides information ensuring staff members and stakeholders are well-informed about local community issues and news. Provides context for management and staff decision-making by seeking out and providing up-to-date information. Administers social media outreach efforts.

**Essential Job Functions:**

- Provides support to General Manager and Senior Management in areas of communication.
- Continuously produces positive publicity about **ecomaine** for all audiences.
- Manages social media and electronic outreach efforts.
- Creates content, updates and operates company website and apps, and strategically evolves these tools to maintain relevance and appeal.
- Designs and writes printed, electronic and video communications; plans and coordinates marketing communications and materials. Supports the implementation of marketing strategies and assists with research and analysis. Prepares remarks and speeches.
- Creates, designs, writes, and produces periodic and annual publications for employees and for the Board of Directors, and the Annual Report and brochures for the general public.
- Plans, creates, and directs development of communications programs for the organization; provides in-house and contracted services. Oversees research and development of text.
- Plans, executes, manages, and supervises events, budget and programs, including but not limited to the annual Recycling Open House, Annual Meeting and various awards and grant programs.
- Seeks daily news regarding local and state news affecting the communities we serve, and communicates to General Manager and/or senior management.

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**Other Duties and Responsibilities:**

- Interfaces with the general public, the Board of Directors, communities, and tour groups, providing education and information about company practices, goals, decisions and philosophy.

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- Interfaces with the general public, the Board of Directors, communities, and tour groups, providing education and information about company practices, goals, decisions and philosophy.
- Acts as a liaison with the media.
- Ability to work on weekends and evenings when required.
- Other duties as assigned.

**Skills/Experience/Training Required:**

Duties require knowledge of all aspects of public relations and marketing, preferably in a manufacturing or service industry. A Bachelor's Degree in a related field and 5 - 10 years of related experience is required.

- Creative, analytical thinker who can multi-task, is self-directed and is very organized
- Highly skilled in social media and other web communications platforms
- Excellent writing skills including speech writing and remarks
- Solid marketing and technical skills
- Proven leader, motivator, clear communicator and team player
- Strong negotiator with experience managing budgets and negotiating the best value for services and products
- Solid experience in software systems related to the field as well as standard computer programs, including mail chimp, survey monkey, google analytics, WordPress and others
- Ability to multitask and meet deadlines without fail
- Valid State of Maine driver's license and current insurance, must be insurable under company policy
- Skills in or the coordination of design, video and photography, and search engine optimization

**Supervisory Responsibility:**

- Responsible for managing and providing clear direction and priorities for staff and team members including interns.
- Must have the ability to supervise and manage teams for events & programs.

**Working Conditions/Physical Demands:**

- Please see the **ecomaine** Return to Work Policy

*This job description is not intended to be and should not be construed as an all-inclusive list of all the responsibilities, skills or working conditions associated with the position. While it is intended to accurately reflect the position activities and requirements, ecomaine reserves the right to modify, add or remove duties and assign other duties as necessary.*

*External and internal applicants, as well as position incumbents who become disabled as defined under the Americans with Disabilities Act, must be able to perform the essential job functions (as listed here) either unaided or with the assistance of a reasonable accommodation to be determined by management on a case by case basis. ecomaine is an equal opportunity employer.*

**Revised 01 26 18**