



JOB TITLE: Communications Manager
FLSA STATUS: Exempt
REPORTS TO: Deputy Director for External Affairs
LOCATION: Jackson, MS
SALARY RANGE: \$65,000-\$75,000
EFFECTIVE DATE: February 28, 2023

SUMMARY:

AccelerateMS is accepting applications for a Communications Manager in our Jackson, Mississippi office. The Communications Manager is responsible for organizing and executing internal and external communications and media relations activities in addition to assisting with other marketing and business development initiatives under the direction of the Deputy Director for External Affairs. Management of key projects includes strategic direction and coordination of various communication programming and activities to meet the desired mission of connecting and preparing more Mississippians for high-quality careers through partnerships with educational and training entities, economic developers, communities, governmental agencies, and non-profit partners.

ESSENTIAL JOB FUNCTIONS:

The Communications Manager shall be responsible for, but not limited to, the following:

- Working with members of the executive team and external agency partners to develop, drive, and execute strategic communication campaigns, including proactive media relations, internal communications, and digital content projects in support of the office's internal and external initiatives and goals
- Developing and implementing content and media calendars that effectively promote key programs and development initiatives
- Writing and/or editing a broad range of content for a variety of communications and marketing uses including press releases, web copy, Internet content, newsletters and alerts, grant/contract awards, blog posts, and thought leadership pieces
- Leading creative design and direction of projects to achieve office goals
- Maintaining an awareness of developing market trends, technology platforms and strategies to provide strategic advice to those in leadership positions
- Tracking, analyzing, and reporting on measurable communication activities and goals including media mentions, social engagement, share of voice by market, etc.
- Monitoring and guiding projects to ensure deadlines and quality standards are met
- Working effectively with outside agencies on various projects to ensure deadlines and quality standards are met
- Supporting brand and business development initiatives across the organization
- Developing and producing high-quality reporting documents for state leaders and key stakeholders to effectively communicate the status, progress and impact of various organizational programs

- Other duties as assigned

REQUIRED SKILLS / EXPERIENCE:

- Previous experience in a media relations or communications role, preferably one involving the subject matter of human capital development and/or public policy
- Advanced writing, editing and proofing skills
- Proven ability in writing press releases, talking points, and digital content
- Experience working with social media channels, social media management tools, and WordPress or similar content management system
- Excellent Microsoft Office skills
- Ability to identify and develop compelling story ideas and messages, as well as provide compelling and polished content
- Ability to understand public relations, social media, and website analytics and develop strategies around those metrics
- Strong project management skills
- Ability to manage multiple projects and priorities at once
- Superior attention to detail and ability to assure accuracy and quality
- Strong organizational skills
- Ability to adapt quickly to changing situations in a fast-paced work environment
- Ability to interact and effectively communicate with others across all levels of the organization
- Responsiveness and sensitivity to internal and external partner demands and deadlines
- Ability to accept feedback openly and to improve performance based on that feedback
- Ability to work independently and concurrently to communicate in a direct manner the required support and direction necessary to succeed

PREFERRED SKILLS:

- Technical, creative, and artistic skills including but not limited to design, photography, videography, video-editing and computer-aided drawing
- Strong aesthetic and conceptual skills
- Knowledge of image editing and digital sketching software such as Adobe Photoshop, InDesign, and Illustrator

EDUCATION / EXPERIENCE REQUIREMENTS:

- Bachelor's degree encouraged. Communication, public relations or marketing major preferred
- Four to five years of experience and demonstrated success in a marketing, communication and/or public relations role
- At least three years of experience managing complex projects and programs
- Experience in workforce development or economic development is preferred

To apply for this opportunity, please send a cover letter and resume, including the below information, to maryannmyers@acceleratems.org before 5:00 PM CT on Friday, March 17, 2023.

- Name, address, telephone number, and email
- Desired job
- Desired salary
- Previous positions, including titles, duties, employers, locations, and dates of employment
- Names of previous supervisors
- Specific skills related to the job
- Brief narrative with information such as why you are interested in, or qualified for, the job
- References (Typically, three relevant references with contact information)
- Three writing samples
- Other relevant portfolio samples