

JOB DESCRIPTION

Special Olympics Michigan

DATE: May 2021
JOB TITLE: Marketing and Communications Manager
EXEMPT STATUS: Non-Exempt
CONTACT: Send Resumes and Cover Letter to Tim Hileman t.hileman@somi.org

GENERAL STATEMENT OF DUTIES:

The Marketing and Communications manager plays an integral role on the Special Olympics Michigan (SOMI) team, helping to manage all areas of marketing, public relations, media relations, social and electronic media, and external and internal communications with the goal of raising awareness for the Special Olympics movement across the state.

EXAMPLES OF DUTIES AND REQUIRED SKILLS

- Strong written and verbal communication skills, including exemplary execution of drafting and editing press releases (and other collateral material for the news media) along with print publications, news interviews, and social media posts.
- Excellent interpersonal skills, fluent communicator, and creative thinker, with an ability to use data/rationale to inform key decisions.
- Experience creating marketing and communications plan (news media, social media, earned and paid media experience, graphic production of print and digital assets).
- Collaborative demeanor, wanting to work with the departments within the Special Olympics Michigan team to meet and surpass objectives.
- Ability to maintain established SOMI/Special Olympics International brand integrity and content accuracy.
- Developing and maintaining targeted media lists with relevant reporters, media outlets, and opportunities to position Special Olympics Michigan's accomplishments and updates within the state.
- Grow and manage SOMI's social media profiles and presence, including Facebook, Twitter, LinkedIn, and Instagram. This includes tracking, measuring, and analyzing all initiatives to report on social media ROI.
- Willingness to be flexible and work additional hours, nights, and weekends, as needed.

MINIMUM QUALIFICATIONS:

- BA/BS degree or equivalent work experience.
- 4-6 years+ of experience in communications, public relations, media relations or marketing

DESIRED QUALIFICATIONS:

- Experience working with local media
- Web management and/or design experience.
- Strong understanding of photo and video production basics and programs (including Lightroom, Premiere Pro, After Effects).
- Solid understanding of graphic design principles and software (Photoshop, Illustrator).
- Knowledge of Special Olympics Brand.
- Experience working with individuals with disabilities.