

Communications Manager

The Greater Sacramento Economic Council (GSEC) is seeking a Communication Manager to join our team. The position reports to the Vice President, Marketing & Communications. The Communications Manager will be responsible for managing GSEC's internal and external communications strategies and programs with the goal of generating awareness and recognition of GSEC's work and elevating perceptions of the region as a place to live, work and do business. The work will encompass a variety of functions such as public relations, social media, blogs and internal communications. The position is expected to support content creation aligned with annual objectives and foster engagement with GSEC's investors.

RESPONSIBILITIES INCLUDE:

- Manage communications strategies that effectively describe and promote the organization
- Assist in providing direction and messaging on key initiatives to both internal and external stakeholders
- Collaborate with the Vice President, Marketing & Communications to support the development and implementation of a media relations plan to elevate the region's and GSEC's profile internationally and nationally
- Measure and report on the impact of media relations efforts using data and analytics
- Support the organization's media relations, including responding to media requests, providing information for stories, facilitating interviews and fostering relationships with targeted media contacts
- Maintain current, in-depth knowledge of the business and political climate of the region and its portrayal in the media
- Assist in submitting the organization for awards and promoting achievements
- Craft and copy edit messaging for various channels such as press releases, newsletters, social media, executive thought leadership, speaking engagements, website, collateral, events and more
- Coordinate company announcements with partner organizations via news releases or press conferences
- Aid in the preparation of presentations and/or speeches
- Perform other related duties as assigned

KEY RESULTS EXPECTED:

- Oversight of GSEC social media channels and support for the social engagement contractor
- Development of a comprehensive communications program that is innovative and dynamic
- Regular assessment and idea creation around new ways to pitch our story
- Understanding of GSEC's strategic initiatives
- Effective engagement with GSEC investors and development of opportunities to include their story in media opportunities
- Strong relationships among partner organizations and stakeholders
- Effectiveness in working with all departments at GSEC to execute plans
- Secure coverage in major national publications, TV and influential online platforms to boost brand visibility

DESIRED SKILLS, TRAITS, AND EXPERIENCE:

- Bachelor's degree in a related area such as public relations, communications, or journalism
- 3-5 years of related work experience as an individual contributor
- Possess a player-coach mentality as someone who can manage, motivate and jump in to get the job done
- Must have experience in the composition of concise, accurate and persuasive material with strong attention to detail
- Demonstrated skill and comfort in proactively building relationships with top-tier reporters and editors
- Successful history of pitching the media to achieve high-impact placements
- Creative ability in identifying and presenting story opportunities that appeal to target audiences
- Strong presentation skills and the ability to interface effectively with media professionals, senior-level business executives and elected/public officials
- Excellent judgment and creative problem-solving skills, including negotiation and conflict resolution skills
- Goal-driven, self-motivated, persistent and professional
- Team-oriented with a passion for mission-driven work
- Proficiency in AP style, copywriting and editing
- Familiarity and relationships with local media a plus
- Knowledge of Meltwater a plus

ADDITIONAL SKILLS:

- Business Communications
- Communication Planning
- Corporate Communications
- Customer Communications
- Editing
- Employee Communications
- Internal Communications
- Marketing Communications
- Marketing Research
- Media Relations
- Project Management
- Content Research
- Internal Communications Software
- Social media

PHYSICAL REQUIREMENTS:

- Prolonged periods sitting at a desk and working on a computer.
- Must be able to lift up to 15 pounds at times.

APPLICATION INFORMATION

Salary range: \$60,000-\$90,000 per year. Salary range is dependent on experience. Qualified candidates should respond by filling out the application [form](#).

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