

Communications Manager

The Communications Manager provides day-to-day account management of projects and provides support in the development and implementation of strategic communication strategies.

Critical Job Responsibilities

Account Management

- Provide day-to-day account project management and support for all client projects
- Manage multiple projects and lead team members assigned to projects
- Interact with clients in presentations, meetings and as backup support to seniors client leads on accounts
- Monitor production timelines and schedules to ensure assigned projects are on deadline and budget

Strategic Marketing/Communications

- Provide strategic ideas and input for the development of marketing and communications projects, campaigns and plans for clients
- Develop and practice integrated communications skills on behalf of clients including PR, branding, advertising, media buys, Web/online and interactive development event planning, collateral development and more
- Present new opportunities/strategies to senior staff to further develop the work of clients and/or potential new business opportunities
- Manage the implement of research work, development of media lists, etc.
- Write positioning papers/memos for clients, proposals, copy for collateral materials
- Create and pitch media stories
- Outreach to potential community and business partners for strategic alliances with clients

New Business Development

- Assist in the preparation and implementation of new business proposals and pitches
 - Attend new business meetings when deemed appropriate
 - Maintain solid client relationships for the purpose of generating new business opportunities
 - Participate in networking opportunities including trainings, speaking engagements and development of white papers, etc.
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Minimum Requirements

Education and Experience

Bachelor's degree in marketing, communications, public relations or related field

5 or more years of experience in marketing communications, public relations, advertising or related field. Agency experience preferred.

Skills and Abilities

- Solid knowledge of marketing communications, media relations and creative services
 - Strong reading and writing skills, able to proofread and edit high profile documents
 - Comfortable speaking over the phone and in person, able to interact comfortably with a range of clients
 - Online and/or interactive experience preferred
 - Strong organizational skills
 - Proficient with MS Word, Excel and PowerPoint. Must be able to work on a Mac platform
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All team members should strive to consistently exhibit our core values and guiding principles.

Mission

We use communications to make a positive difference in the world

Guiding Principles

The following are essential to Hershey|Cause as a company, in our work, with our clients, and within and among ourselves:

Consistent **Excellence**. Timeless **Quality**. Best-in-class pros.

Intelligence permeates everything we do. Thoughtful.

Always thinking ahead. **Vision**. First to spot big ideas.

Energy. Excited about our work. **Passionate** about what we do.

Warmth. A “realness” in ourselves, our work and our clients. **Authentic**.

Core Values

The following are qualities that we embrace in our team and in our clients:

Positive	Energetic
Approachable	Passionate
Accountability	Authenticity
Collaboration	Quality
Vision	Clarity
Passion	Honest
Diverse	Humor
Creative	Intelligent

Team members are expected to collaborate and participate fully to build an organization that, with a focus on our mission and values, drives toward healthy growth.