

Communications Manager Position Description

Wildcat Extension District's Communications Manager will coordinate and support media projects, working collaboratively with the Communications Office Professional. This position will work closely with our team of agents to develop communications strategy, media relations, social & digital media, and content services. This position will work seamlessly with Communications Office Professional, and provide oversight to this position, in order to promote Wildcat District as the go-to source for relevant, reliable, research-based information. This position reports to the Director of the Wildcat District.

Essential Functions Include:

- Work with director to develop and implement long-term and project-based communications strategies
- Develop and produce content to engage and educate audiences across various channels, including newsletters, blogs, graphics, website, social media
- Develop and execute social media activities across multiple platforms.
- Oversee the development and maintenance of the district's website
- Develop and execute email programs and strategies through campaigns and actions.
- With director, research and collect information and data for content and communications strategy
- Help manage and drive events and campaign rollouts, including developing email invitations, managing invitation lists
- Organize online events, performing outreach and marketing, creating social sharing toolkits, managing "day of" social media and more
- Identify and research media outlets, producers, editors, and reporters receptive to district's message
- Identify good stories and exercise good storytelling skills
- Pitch television, radio, print, and online media and secure stories for placement
- Proofread and coordinate production of communications materials
- Other projects as assigned

Education and/or Experience:

- Associate degree in communications, marketing, or related degree required. Bachelor's degree preferred
- Team player with a positive can-do attitude, ability to work independently to produce high quality work products, and manage multiple clients and projects
- Extension and/or communications experience is highly preferred

- Proven experience with communications research and strategy; media relations; developing content for various audiences; digital engagement best practices
- Ability to work collaboratively with co-workers and volunteers
- Professional, well organized and strong attention to detail
- Committed to excellence, and eager to constantly learn and grow
- Highly motivated, and results oriented, able to complete tasks efficiently in a fast-paced environment
- Flexible and able to work cooperatively under pressure