



Ensuring the Waters of the Great Lakes Basin
Are Healthy, Public, and Protected for All

Communications Manager

JOB DESCRIPTION WRITTEN: June 24, 2022

POSITION SUMMARY: The full-time Communications Manager at FLOW is a skilled visual storyteller responsible for planning, coordinating, and producing FLOW's annual communications plan, digital and print communications, events, and marketing to help achieve our organizational and programmatic goals and grow our reach and engagement with all audiences, including supporters, prospective donors, officials, and the general public. This team member will collaborate to establish and monitor benchmarks for measuring the impact of FLOW's communications and growth of our audience segments, and will analyze, review, and report on the effectiveness of ongoing and new engagement initiatives. Required skills include excellent written and spoken communications, copy editing, graphic design, web design, report design, photography, videography, marketing, results measurement, and timely planning and production of persuasive written and audio-visual content for the web, social media, e-newsletter, presentations, events, and other outreach.

RELATIONSHIPS: Reports to the Deputy Director. Supervises none. Works with FLOW staff, board, interns, volunteers, supporters, partners, consultants, and vendors.

DUTIES AND RESPONSIBILITIES: Sustain and strengthen FLOW's digital and print content and brand identity, build visibility, increase engagement, educate and empower the public, help deliver on programmatic and fundraising goals, and enlist new supporters and advocates for FLOW by working strategically in these key areas:

Website Design and Management (30%)

- Develop—in close coordination with key staff—annual and monthly plans, a weekly program-driven communications focus, and coordinate daily web posts with relevant, cohesive information regarding FLOW programs, campaigns, and events
- Lead the redesign and maintenance of FLOW's website with an emphasis on visual appeal, ease of navigation, and user engagement in support of organizational, programmatic, fundraising, and communications goals
- Add and maintain website functionality, such as email forms, online donation system, etc.
- Apply skills that include writing, graphic design, photography, and videography in the production of persuasive written and audio-visual content for FLOW's website
- Review and approve new comments and monitor for spam
- Maintain online events calendar
- Help to establish, and then measure progress toward meeting or exceeding, audience-engagement goals and other key performance indicators

Social Media, Outreach, and Marketing Management (40%)

Social Media:

- Develop—in close coordination with key staff—annual and monthly plans, a weekly program-driven communications focus, and daily social media posts with relevant, cohesive information regarding current events, programs, and campaigns

- Create, coordinate, and implement a social media plan for Facebook, Instagram, Twitter, and other relevant social media platforms—as well as periodic electronic newsletters—to support FLOW’s organizational, programmatic, fundraising, and communications goals
- Apply skills that include writing, graphic design, photography, and videography in the production of persuasive written and audio-visual content for FLOW’s social media
- Translate our programs and campaigns into digestible social media content and stories that engage and empower citizens and leaders to take meaningful action for our waters
- Help to set, and meet or exceed, audience-engagement goals and other key performance indicators

Outreach and Marketing:

- Apply skills that include writing, graphic design, photography, and videography in the production of persuasive written and audio-visual content for FLOW’s outreach and marketing
- Write, design, and refine content for print and electronic reports, handouts, and other outreach materials in support of organizational, programmatic, fundraising, and communications goals
- Design graphic elements for program-related materials, including fact sheets, infographics, action alerts, issue briefs, reports, etc.
- Lead marketing efforts that include audience-segment research and development of messages and print and digital content tailored to reach those segments
- Maintain and strengthen FLOW’s brand, including distinctive images and associations in the minds of stakeholders, consistent with the organization’s mission, vision, and operating principles
- Edit, write, and collaborate on FLOW public relations and donor stewardship materials, including event posters, postcards, annual reports, appeals, and marketing items
- Help plan, promote, and produce virtual, in-person, and hybrid events for the public, including supporters, partners, and decisionmakers
- Develop and issue media releases using strategies to increase earned-media coverage
- Develop and find outlets for placed media
- Sustain and develop new relationships with media members and outlets
- Help to set, and meet or exceed, audience-engagement goals and other key performance indicators

Program and Policy (20%)

- Collaborate with the organization's program staff to develop work plans and lead the development of communications content and campaigns to deliver on program and policy goals
- Create, edit, update, collaborate on programmatic content, including reports, story maps, blogs, handouts, fact sheets, slide presentations, and other materials
- Lead audience-segment research and development of contact lists, messages, and print and digital content tailored to reach those segments
- Work closely with fund development staff to contribute communications content to fundraising proposals and progress reports
- Help plan, promote, and produce virtual, in-person, and hybrid events to deliver on programmatic and fundraising goals

Internal Communications (10%)

- Develop annual and monthly communications plans for print and digital media related to goals, audiences, strategies, tasks, and key performance indicators. Measure results on a continual basis and apply insights and lessons learned to current practices and future plans.
- Identify and work with internal and external advisors on an ongoing basis in support of communications planning. Identify alignment of advisors' expertise and FLOW's planning and projects on an ongoing basis

- Contribute communications planning and expertise to the development and implementation of the organization’s strategic plan
- Create and contribute to internal communications among staff, board, partners, and volunteers, including memos, reports, updates, analyses, slides, accomplishments list, and other content

WORKING CONDITIONS

This position is based at FLOW’s downtown office in Traverse City, Michigan, and may include a hybrid remote-work option. It will require occasional nights and weekends for events and other gatherings.

COMPENSATION BENEFITS, AND APPLICATION PROCEDURE

This is a full-time, manager-level position with a salary range of \$50,000 to \$60,000, commensurate with experience, and benefits. FLOW is located in Traverse City, Michigan, and candidates must be able and willing to reside within the region. To apply, please email a one-page cover letter, résumé, portfolio, and references, with the subject line, “Communications Manager,” to info@flowforwater.org. Applications will be accepted until the position is filled. No calls or drop-in visits, please.

REQUIRED KNOWLEDGE AND EXPERIENCE

Bachelor’s degree is required and a minimum of 3 years of professional experience in communications or marketing. Must demonstrate an understanding and commitment to FLOW’s mission to ensure the waters of the Great Lakes Basin are healthy, public, and protected for all. Prior nonprofit experience is desirable.

The successful candidate will possess a proven track record of effectively developing, implementing, managing, and evaluating the kinds of communications and outreach plans and programs described above. Must be a strategic thinker in possession of strong interpersonal skills, demonstrably creative, engaging, collaborative, organized, self-directed, and self-motivated. Must provide examples of the ability to design and implement strategic communications programs that result in measurable success.

The successful candidate will exhibit personal and professional characteristics that include, but are not limited to, superior spoken and written communication and problem-solving skills, generalist fundraising knowledge and skills, ability to work effectively with limited administrative assistance, sound judgment and ability to maintain a high degree of confidentiality, ability to engage in the community on behalf of FLOW, and willingness to travel. Candidates must be flexible and be able to work harmoniously in a small, very fast-paced, office environment.

Proficiency with Google Workspace, Microsoft Office Suite, WordPress, Adobe Creative Suite, Canva, and Mailchimp is required. Skill with HTML is desirable. Must have skill and experience in the use of traditional media, as well as various social networking and website development and content management tools.

ABOUT FLOW

Our mission at FLOW (For Love of Water) is to safeguard the Great Lakes, the planet’s largest freshwater lake system and the very lifeblood of the Midwest, by advancing public trust solutions and cutting-edge policy work. Through our targeted policy initiatives, FLOW has built key partnerships with state and regional Great Lakes groups, leveraged our expertise to influence agencies and impact state and federal legislation, and grown to be a trusted source of current information on issues affecting our freshwater seas. For more information about FLOW’s history, programs, staff, and board, visit: www.ForLoveOfWater.org. FLOW is an equal opportunity employer and will not discriminate in employment, promotions, or compensation on the basis of race, sex, color, religion, national origin or ancestry, age, marital status, handicap, or veteran status.

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