



# MANAGER OF COMMUNICATIONS

## JOB DESCRIPTION

Seeking a full-time Manager of Communications with seven to ten years of professional experience. This individual will share responsibilities in the leadership of the Communications/Marketing Department with the Manager of Business Development/Marketing. These two managers will work together and support one another through cross training and collaboration to accomplish the work of the department.

ESa (Earl Swensson Associates) provides design services in architecture, interior architecture, master planning and space planning for healthcare facilities, senior living communities, hospitality venues, educational campuses, corporate office clients and arts and community clients across the country. The 60-year-old firm is based in Nashville, TN.

**Position:** Full time with benefits

**Base Salary:** Based on experience/expertise

**Travel:** Some travel required

## SHARED RESPONSIBILITIES - MANAGER OF COMMUNICATIONS AND MANAGER OF BUSINESS DEVELOPMENT/MARKETING

- Setting Marketing strategy/goals with leadership and communicating the firm's annual Marketing plan
- Collaborating with the Graphics team, leadership and designers to develop and execute marketing and communications materials
- Maintaining/growing ESa's visibility in the market
  - Client base – existing and potential/new
  - Design sectors
  - Marketing approaches, materials and tools
  - Messaging
  - Branding
  - Advertising strategy
  - Storytelling – projects and design innovations
- Gathering data on trends and educating leaders (across all design sectors)
- Providing support to one another in prioritizing workload and meeting deadlines
- Attend industry conferences/events to network as a representative of the firm

## RESPONSIBILITIES - MANAGER OF COMMUNICATIONS

- Website management
- Project Page development
- Social Media (Twitter, Instagram, LinkedIn, etc.), blogs, messages telling the stories of projects or trends
- Internal communications
- Media relations, press releases and publicity (print / electronic), including firm/personnel nominations, articles/reprints, etc.
- Testimonial gathering
- Scheduling and managing Photo shoots
- Award submissions
- Initiating white paper writing and management of any outside/freelance writers
- Brochure development
- Videography (explore/grow this area of Marketing)
- Project events – coordinating the ordering of flowers, etc. for open houses, ribbon cuttings and other client events
- Events hosted by the firm – planning, coordinating and executing
- Survey response submissions (Modern Healthcare, Healthcare Design Magazine and others)

## **QUALIFICATIONS**

### **Required**

- Seven to ten years of Communications/Marketing experience
- Bachelor's degree in Journalism/Mass Communications, English, Marketing or equivalent
- Strong interpersonal skills with proven ability to work collaboratively and lead individuals within a high-performing team
- Proven writing skills and experience developing marketing collateral materials and other forms of communication
- Ability to multitask, prioritize and work calmly under the stress of multiple deadlines
- Detail oriented with demonstrated organizational and proofreading skills

### **Preferred**

- Experience as a journalist or experience in working closely with the media in a promotional capacity

### **Software Skills**

- Microsoft Office Suite (including Word and Excel)
- Adobe Acrobat