



Cohere

JOB DESCRIPTION

TITLE:	Communications Manager	FLSA	Exempt
DEPARTMENT:	Communications	STATUS:	
REPORTS TO:	Eastmark Executive Director	CLASS:	Managerial
		LOCATION:	Eastmark-Mesa, AZ

Summary

The communications manager will develop and implement communications and brand strategies that support the broad, collaborative community-building initiatives of Cohere as well as the community.

The primary goal of the communications manager is to cultivate stakeholder engagement. Working collaboratively with internal and external partners, the manager will craft copy that is compelling, motivating, and authentic to the community. Further, the manager plays an integral part in creating communities of substance where civic engagement is valued, volunteerism is celebrated, and community leaders are cultivated with intention.

The manager actively supports the values, vision, and philosophies of Cohere while demonstrating leadership and organization that allows owner, stakeholder, and team needs to be met with high satisfaction.

Scope

- Lead communications initiatives and outreach activities by establishing Cohere leadership with internal and external stakeholders.
- Lead on-the-ground delivery of the brand promises for Cohere Community Life in Eastmark; Eastmark Community Alliance, Inc., (EAL), Eastmark Residential Association, Inc. (ERA), and Eastmark Community Assembly, Inc. (ERA)
- Identify, execute, and counsel team members on communications best practices.
- Contribute to the development of the community's strategic plans and help manage implementation efforts.
- Support the executive director, communication leadership core, chief brand officer, as well as operations and engagement managers by drafting messaging and materials that share the community's values and enhance the Cohere and Eastmark brands.
- Partner with the developer and their marketing team on shared goals and initiatives, and where applicable, transition marketing materials and assets during association turnover.

- Write copy using Associated Press Style and the Cohere voice that aligns with the Eastmark's unique brand. Craft appropriate copy to support the type of messaging needed (creative and/or technical) for blogs, website pages, eblasts, social media, print collateral, etc.
- Produce eblasts that support the timely dissemination of operation and engagement information.
- Manage technical execution of digital communications, including eblasts, blog posts, website updates and page builds, event registration platforms, etc.
- Ensure the resident website is user-friendly. Provide technical support to Cohere staff.
- Create and implement professional social media and text messaging strategy with brand and partnerships in mind; create posts and manage messages as needed.
- Manage vendor partners to design and produce print collateral for various projects; examples may include event posters and signage, annual governance mailings, branding for events/programs, etc.
- Manage production of annual reports; curate content; edit copy; and coordinate designers.
- Ensure staff and partners maintain brand standards and trademark compliance.
- Maintain communication records that document legal copyright, including creative and copy in Cloud-based storage files.
- Curate and manage imagery, video, and graphics and assist team with video production, strategy, and execution of short, informational videos. Support the team with tasks, special projects, and events, as needed.
- Actively participate in monthly team meetings; share best practice knowledge, collaboratively problem solve, serve as a mentor, and be a highly engaged team member.
- Represent Cohere appropriately at industry, community, and professional events.
- Present at board meetings and workshops to educate the boards and residents on best practices.

Attributes

Key attributes for a successful communications manager include, but are not limited to, the following capabilities, qualifications, and performance skills:

- Excellent verbal, written, and personal communication skills
- Ability to think critically, reason, and make independent decisions
- Take the initiative to keep the organization's vision and values at the forefront of decision-making and action
- Skilled in effective and efficient organization, prioritization, follow-up, and time management
- Ability to foster a collaborative environment when serving both internal and external customers using a creative problem-solving, win-win approach
- Willingness to embrace new technologies and teach others the skills you learn
- Excellent troubleshooting skills
- Conscientious and dependable work ethic
- Attention to detail

- Willingness to seek and implement innovative strategies to gain more resident engagement within the community
- Ability to balance multiple time-sensitive projects at once
- Ability to establish and convey a sense of purpose that aligns with Cohere's values
- Able to work independently as well as in a team environment
- Outstanding customer service skills and instincts
- Project enthusiastic, positive, and professional demeanor
- Possess strong management and leadership skills
- Be able to step into a supervisor role that encourages growth and professional development
- Ability to demonstrate flexibility

Knowledge | Experience

- * A minimum of five years of progressively responsible, professional communications experience
- * A bachelor's degree in a related field preferred
- * Experience writing compelling copy in Associated Press Style
- * Confident working in CMS and email marketing platforms
- * Effective contract negotiation and vendor relationship management
- * Participated in the budget-creation and budget-management process
- * Effective communication, motivation, cooperation, and conflict resolution
- * Experience with web-based platforms including WordPress, Mailchimp, Eventbrite, Facebook, and Survey Monkey
- * Comfort with Adobe Creative Suite, including Photoshop, Illustrator, and Acrobat Pro
- * Proficient in Microsoft products, including Word, Excel, PowerPoint, Outlook, Teams, and SharePoint
- * Personal skills include leadership abilities, a positive outlook, self-motivation, and problem-solving
- * Organizing and reporting data for board reports based on MailChimp, Facebook, and Google analytics

Operating Principals

To further our mission, team members will:

- * Instill a sense of fun and enthusiasm into everything we do for the community.
- * Encourage a dynamic collaboration between organizations such as municipalities, school districts, arts organizations, and other community social, civic, special interest and activity groups, leveraging combined talents, energies, and resources for the benefit of all community stakeholders.
- * Exercise tact, diplomacy, and fair-mindedness in all interactions while providing exceptional customer care.
- * Work collaboratively with community stakeholders to promote a governance style based on inclusiveness, mutual respect, consensus-building, and responsiveness to changing needs and opportunities.

- * Strive to sustain a level of community maintenance that is simply the finest available anywhere.
- * Promote compliance with community rules through education, communication, and building grassroots support.
- * Embrace Cohere's vision, goals, and aspirations.

Cohere is an equal opportunity employer and considers all qualified applicants equally without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, veteran status, or disability status.