



Job Title: Communications Manager
Full-Time Position: 40 hours per week
(Occasional weekend hours required)
Pay per hour: \$18 to \$20
Anticipated Start Date: Immediately
Hiring Supervisor: Micaela Balzer

Position Duties:

Developing, managing, and delivering a communication strategy that is aligned with and supportive of Impression 5's mission; implementing ongoing assessment of communication strategies, both print and online; ensuring that this strategy critically impacts and shapes each of the following categories:

Branding: Ensure that Impression 5 Science Center's communications are consistent across a variety of digital and print media (e.g. brochures, press releases, e-newsletters, advertisements, website content, etc.); collaborate with external parties (e.g. marketing vendors, print houses, community partners) to develop a far-reaching, impactful communications strategy; design and produce exhibit and wayfinding signage focused on accessibility and consistent with Impression 5 branding.

Digital: Maintain a functional and visually consistent website (impression5.org and shop.impression5.org); develop and implement strategies to increase Impression 5's effective use of social media and evaluate relevant channels (Facebook, Instagram, and YouTube) on an ongoing basis.

Promotional: Update/modify existing print communication collateral using existing templates, and create new graphics for brochures, posters, invites, ads, social media, signage, and email; develop strategic timelines around the production and release of communications and marketing materials; delegate and write content for the e-newsletter; assist with print and online materials created in partnership with local organizations and businesses.

Media Relations: Maintain and grow the organization's existing media contact list; write and distribute compelling media releases; establish richer connections (phone follow-ups, networking opportunities, etc.) with media contacts.

Membership & Development: Support membership and development initiatives, such as annual reporting, enacting acknowledgement plans for sponsors, and letter templates for fundraising

Photography: Take and edit pictures of programs, special events, exhibits, staff, etc.; contract with freelance photographers.

Position Requirements:

- Excellent written and verbal communication skills with sharp eye for detail and consistency.
- Advanced coursework, degree, or experience in communications, and/or graphic design.
- Experience and interest in meaningful social media communications and community engagement.
- Intermediate skill with Adobe InDesign, Illustrator, and Photoshop; ability to create branded graphics.
- Experience taking and editing promotional photographs; video experience and editing a plus.
- Comfort and poise engaging with the public about our organization, programs, events, etc.
- Creative, reliable, positive, detail-oriented, and self-motivated with the ability to work independently and collaboratively.
- Strong time management skills and project-management focus. Must excel in fast-paced environments.
- Some local travel required; must have valid driver's license.

To Apply:

Please send a cover letter and resume to Micaela Balzer, balzer@impression5.org. Contact Micaela by phone at (517) 485-8116 ext. 144 with any additional questions.

Notice:

A criminal background check is performed for all individuals who are employed or volunteer at Impression 5 Science Center. Unsatisfactory results of the background check will disqualify applicants from further consideration.

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