

Launch Holly Springs Communications Manager

Responsible for the development and coordination of overall LHS communications – both within the Committee and to external partners and community

The LaunchHollySprings Communications Manager is a key member of the overall LaunchHollySprings team. This person is expected to bring creativity, innovation, and consistency to the job of developing and coordinating an overall communications plan for the program.

Skills and qualifications:

- Past experience in writing for marketing and communications.
- Experienced in public relations standards and practices and in drafting press releases and notices.
- Familiar with digital marketing standards and practices.
- Experience creating and executing comprehensive communication plans.

Responsibilities:

- Create and implement a communication plan to increase awareness of and support for the LaunchHollySprings program; including community outreach communications, event promotions, special program announcements, and applicant recruiting content.
- Recommend website enhancements and updates.
- Oversee the Social Media Consultant in developing and publishing social media posts to optimize LHS's community awareness and image.
- Create and implement a collaborative communication plan with partners and other stakeholders like the Town of Holly Springs, Wake Tech, Co-Working Station, local churches, the Holly Springs Rotary Club, the Holly Springs Chamber of Commerce and civic/community clubs and associations.
- Establish and administer closed Facebook pages for each LaunchHollySprings cohort.
- Collaborate with the Facilitator to publish key cohort announcements and activities on Facebook and other social media platforms; as appropriate.
- Attend team meetings and present updates on communications activities and results.