



Are you a collaborative, adaptable team player with a passion for transforming mission-driven organizations? SAM is seeking a self-starter with a track record of independently managing multiple projects in a customer/member-facing environment to fill the role of Senior Communications Manager.

Senior Communications Manager Overview

The Senior Communications Manager plays a key role in executing the communications initiatives of a variety of associations supported by SAM. At the direction of multiple Account Leads, the Senior Communications Manager works collaboratively to execute and manage effective and brand-affirming communications projects that support the overall communications and marketing goals of partner associations.

The Senior Communications Manager must be a skilled project manager who is self-motivated and demonstrates the ability to work in fast-paced, flexible environment. Attention to detail, ability to adapt to changes in workload or project needs, and excellent time management skills are essential in this position. The major duties of this job will involve structure, will require attention to detail, and must be done correctly. At the same time job tasks will vary rather than be repetitive and will require a faster-than-average pace in order to complete work requirements. This role can be the source of some initiatives, but only within a clearly structured and defined framework of responsibility outlined by leadership. Working with multiple teams of leaders with a variety of work styles and a willingness to adapt and learn to the needs of various clients is a must.

Join Our Team: Two Steps to apply

1. Email a cover letter of interest and current résumé to jobs@sam-firm.com
2. All applicants are required to complete an online Predictive Index assessment. To access the assessment, please paste this link in your browser:
<https://assessment.predictiveindex.com/dpT/6bc71d6b-af5b-4f2f-b5ac-2e1014d3818f?type=candidateba>

Primary Responsibilities of the Position

Responsibilities may include the following:

- Implement and execute communications strategy as developed by association leaders and chief staff officers
- Assist in developing and executing comprehensive, strategic online and offline communications and marketing campaigns for multiple partner associations
- Support internal teams, managing project timelines, ensuring timely project completion based on client communication calendars, and communicating clear expectations for project execution
- Design collateral materials (invitations, brochures, flyers, signage, email graphics, animated graphics, slides, videos, etc.) to support communications efforts
- Contribute visual and written content for communications projects including website, social media, news stories, event programs, and other printed collateral materials
- Assist in managing production for communications projects including coordinating with outside vendors (graphic designers, printers, signage companies, etc.)
- Update and maintain association partners' websites including developing content and overseeing user experience and interface design
- Assist in email marketing including list management, email development, and execution
- Assist in the development and execution of social media strategies

- Assist in coordinating and managing professional photographers and videographers
- Create video content and graphics to support digital communications efforts
- Track, measure, and report key performance indicators to determine marketing/communications effectiveness
- Manage elements of technology infrastructure as it relates to designated associations
- Monitor press mentions and serve as media relations coordinator for multiple associations, identifying media opportunities and connecting press with designated spokesperson (chief volunteer or chief staff officer)

Experience & Skills Required

The following skills/experiences are necessary for immediate success in this role. While there will be training on internal processes and systems, as well as specific training related to clients and various tools used, the baseline for success is outlined below.

- Bachelor's degree/equivalent experience in communications, journalism, or related field
- High level proficiency with InDesign, Adobe Creative Suite, Microsoft Office, Canva
- Thorough knowledge of social media tools and content management systems including Twitter, Facebook, YouTube/Vimeo, Website Design/Management Platforms, Email Design/Management Platforms
- Familiarity with web-based CRM or AMS (Software/Management System) and mobile event applications
- Excellent editing and writing skills; writing copy for a variety of forums; ability to implement/adapt to various client voices over personal voice; extensive knowledge of spelling, grammar, and punctuation; ability to implement a variety of editing styles, depending on client style guide
- A minimum of 5 years of relevant work experience (marketing, comms, editing web, and/or print design)
- Experience with professional/trade associations/nonprofits or agency-style work is preferred

Experience & Skills Preferred

The following preferred skills and experiences significantly contribute to achieving immediate success in this role.

- In-depth expertise in strategic marketing approaches
- Proven ability to lead and guide teams effectively
- Proficiency in graphic design enhancing visual communication strategies

Job Characteristics and Considerations

- Excellent interpersonal skills: patience, teamwork/collaboration, listening skills, compassion, outgoing, tactful, flexible/willing to adapt, professional
- A "rolled-up sleeves/get it done" approach to work and role
- Detail-oriented, with strong, effective organizational, problem solving and time-management skills, including the ability to manage multiple tasks and deadlines simultaneously in a fast-paced, deadline-driven environment
- Must be a self-starter, flexible and adaptable to change, and work both independently and as a strong team player
- Willingness and ability to travel outside of Austin for multi-day events
- Willingness and availability for calls, meetings, and some project deadlines outside of normal business hours, when needed, due to the volunteer schedules

- SAM is a hybrid work environment (work from home and office). When working in office employees must be comfortable working in a completely open and flexible office space environment

Salary/Benefits/Perks

- Competitive salary range, based on comparable small staff nonprofit/association
 - Comprehensive benefits including health insurance options with significant company contribution, access to dental/vision insurance and retirement program match
 - Standard Paid Time Off (PTO) and paid holidays policies
 - Ongoing training, assistance and opportunities for career development
 - Company sponsored volunteer opportunities
 - Regular staff outings and team-building gatherings
 - Corporate culture that exemplifies our core values: *Build Trust, Seek Clarity, Stay Curious, Practice Empathy, and Champion Growth*
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Strategic Association Management (SAM) is an association management company (AMC) providing professional management services for a diverse array of organizations. An AMC provides creative staffing, strategic and administrative solutions for association and non-profit organizations. At SAM, a team of experienced professionals takes care of day-to-day operations—increasing efficiency and enabling scalability—so volunteers are empowered to pursue their organization’s mission. Through long-term partnerships, our clients experience organizational sustainability, growth and, ultimately, transformation.