



Communications Manager

Job Scope

The communications manager works to propel the FSG brand through consistent, high-quality content creation. This role will lead and mentor a small team of talented creatives under the guidance of the Director of Marketing and Communications. It will help translate the greater vision of FSG into realistic and deliverable creative projects. This person will have a handle on everything, from overseeing the development of brand collateral to developing internal and external communications strategies. The communication manager will be based in Conroe, Texas, but will find themselves able to work in different settings, including customers, corporations, government organizations, agencies, and small businesses across our Industry. The primary goal of the communications manager is to help generate a content strategy and support content that forms deep connections with internal and external customers. This could include, but is not limited to, video, graphics, animation, audio, and more! Essential virtues for this role include generosity, agility, and a desire to make a real difference in people's lives.

Responsibilities

- Develop and implement strategic communications campaigns that align with and further organizational goals.
Identify key stakeholders and tailor communication strategies to engage with target audiences effectively.
Establish communication protocols and initiatives to enhance employee morale and foster a positive workplace culture.
Implement internal communication strategies to keep employees informed and engaged.
Oversee the creation of marketing and communications collateral to ensure consistency with the organization's brand.
Review and approve white papers, website copy, and other materials to maintain brand integrity.
Translate marketing and communications needs into a comprehensive content strategy.
Align content strategy with organizational objectives and target audience preferences.
Create compelling marketing and communications content for various platforms, catering to internal and external audiences.
Develop engaging and informative content for digital and traditional media channels.
Collaborate on creating key performance indicators (KPIs) for the content produced.
Develop and implement strategic communications campaigns that align with and further organizational goals.
Identify key stakeholders and tailor communication strategies to engage with target audiences effectively.
Establish communication protocols and initiatives to enhance employee morale and foster a positive workplace culture.
Implement internal communication strategies to keep employees informed and engaged.

As an EEO/Affirmative Action Employer all qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, disability, veteran status.



Oversee the creation of marketing and communications collateral to ensure consistency with the organization's brand.

• Review and approve white papers, website copy, and other materials to maintain brand integrity.

Translate marketing and communications needs into a comprehensive content strategy.

Align content strategy with organizational objectives and target audience preferences.

Create compelling marketing and communications content for various platforms, catering to internal and external audiences.

Develop engaging and informative content for digital and traditional media channels.

Collaborate on creating key performance indicators (KPIs) for the content produced.

Regularly analyze KPI data to assess the success and impact of various communications pieces.

Act as a representative of the organization when traveling to projects, engaging with customers, and participating in events.

Ensure consistent and positive brand representation at all external engagements.

Commit to continual learning and growth to stay abreast of industry trends and best practices.

Develop and refine the skills necessary to excel in the role of Communications Manager.

Represent the organization at various events and press conferences.

Effectively communicate key messages and represent the organization's interests in public forums.

Connect with influencers, media representatives, and other stakeholders to arrange story placements on both local and national levels.

Cultivate relationships to enhance the organization's visibility and positive public perception.

Develop and implement crisis communication plans to address potential challenges or negative situations.

Ensure the organization is well-prepared to manage communication during critical incidents.

Collaborate with other departments, such as marketing, sales, and HR, to ensure cohesive and aligned communications efforts.

Support cross-functional initiatives that require effective communication strategies.

Requirements

- 5+ years prior experience working in a marketing or communications role.
- Ability to lead and mentor other creatives.
- Experience in rich media content creation.
- Experience in video production and still photography production is a must.
- Experience in audio production is a plus.
- Experience in graphic design is a plus.
- Experience with Adobe CC.
- Proven success designing and executing marketing and communications strategies and campaigns.
- Up to date on rich media content industry trends and able to stay ahead of the curve.



Excellent organizational and project management skills and ability to meet deadlines.

As an EEO/Affirmative Action Employer all qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, disability, veteran status.