



## **Position Summary: Communications Manager (Climate Action and Sustainable Business)**

Michigan Sustainable Business Forum promotes business practices and public policy that advance climate leadership, social justice and the creation of a circular economy. We provide education, resources and opportunities for collaboration and civic engagement to businesses and institutions in Michigan, while working to create regional and statewide networks that facilitate collective leadership and equity through a mutually beneficial flow of information, expertise, and resources.

Michigan Sustainable Business Forum is eager to connect with new audiences and engage our existing membership and stakeholder network through compelling communications and media campaigns. The Communications Manager (Climate Action and Sustainable Business) is a new position that will provide tactical support for the Forum's growth as a statewide network, its educational programming, issue campaigns, and brand communications. The ideal candidate will be an adept copywriter with a passion for storytelling and a desire to influence Michigan's sustainable business discourse.

Communications Manager will be responsible for managing day-to-day communications platforms and marketing needs, in collaboration with colleagues. They will develop and implement informed content strategies tailored to the strengths of various platforms to increase awareness of the Forum, its members, and strategic priorities. They will also represent the organization in state and national coalitions that measure success by earned and digital media. On occasion, they will collaborate with colleagues to develop grant and fundraising proposals.

Michigan Sustainable Business Forum is a DBA of West Michigan Sustainable Business Forum.

### **Essential Duties and Responsibilities**

- Manage and develop organizational communications, including electronic newsletters, website, social media, and educational/promotional materials.
- Work with colleagues to provide tactical communications support for programs and events.
- Develop media campaigns, case studies, issue briefs and other marketing and communications products.
- Build and maintain relationships with the media, write press releases, and pitch stories to the media.
- Lead a competitive audience engagement and growth strategy.
- Represent organization in select state and national coalitions raising awareness for

climate action, materials management and social justice concerns.

- Support events and presentations as necessary.
- Support grant proposals and fundraising as necessary.
- Maintain awareness of key happenings in sustainability and sustainable business.
- Monitor and report on the effectiveness of communication strategies.
- Liaison and/or manage agency partners and contractors.

### Preferred Qualifications

- Excellent communication and writing skills.
- Demonstrated familiarity and competence with common social media tools.
- Professional experience writing or designing content for publication without an editor.
- Excellent cultural and emotional intelligence.
- Proficiency in Microsoft Office and Google Workspace products.
- Strong familiarity with computers, email clients, and project management software.
- Proficiency in Mailchimp and/or Wordpress is a plus.
- Proficiency in graphic design programs is a plus.
- Ability to quickly learn, or current knowledge of, vocabulary and general concepts, practices and procedures used in:
  - Common sustainability programs, especially recycling and climate leadership.
  - Advocacy for emissions reduction, including key national policy issues and current events.
  - Promotion of justice, equity, diversity, and inclusion within a professional or community setting.
  - Authentic engagement and co-creation with community partners.
  - Corresponding regional issues and institutions.
- Experience working collaboratively with staff, team members, and partners.
- Comfort working in a remote organization with a small team.
- Ability to:
  - Navigate eclectic business and stakeholder networks with diverse politics and culture.
  - Manage project tasks independently, maintain a timeline of deliverables, host committee-like functions and provide regular progress reports.
  - Work effectively with people from diverse racial, ethnic, class, age, gender, and sexual orientation backgrounds.
  - Ability to work occasional nights and weekends.
  - Engage business and community stakeholders through communications tactics.

## Position Summary: Communications Manager (Climate Action and Sustainable Business)

- Manage project tasks independently and maintain a timeline of deliverables.
- Travel throughout Michigan for meetings and events (15%). Most duties will be performed remotely (85%).

### Compensation and Details

This is a full-time position. The target starting salary for this position is \$56,000. Benefits include 100% coverage of health insurance for employees and partial coverage for eligible family members; HSA stipend, 100% coverage of dental and vision for employees and eligible family members; IRA with a 3% employer match; technology stipend, and unlimited paid time off that includes time off for the last two weeks of the calendar year. We offer support for remote work, professional development, and a driven, highly collaborative, supportive work environment, with opportunity for rapid advancement of authority, responsibilities and industry prominence.

**Title:** Communications Manager (Climate Action and Sustainable Business)

**Schedule:** Full-time\*

**Office Schedule:** 9 am – 5 pm Flexible

**Reports to:** Executive Director

\*We will consider qualified applicants not able to accept a full-time position due to family obligations or other commitments if they are able to meet the minimum requirements of the position.

### Directions to Apply

Applicants should apply online at [wmsbf.org/employment](https://wmsbf.org/employment) with a thoughtful cover letter and resume. Applicants should be prepared to provide writing samples prior to the first interview. Candidates encouraged to apply by April 22. Early applicants will be contacted for interviews beginning the week of April 8. Position will remain open until filled.

Michigan Sustainable Business Forum prohibits discrimination and harassment of any kind and affords equal employment opportunities to employees and applicants without regard to race, culture, ethnicity, religion, sex, gender identity or expression, sexual orientation, age, national origin, disability, protected veteran status, or any other characteristic protected by law.