

## **MARKETING COMMUNICATIONS**

### **COMMUNICATIONS MANAGER**

Manages, oversees and develops strategies to enhance an organization's public image. Responsibilities include establishing relationships with members of the media pitching stories to publications and monitoring media coverage; identifying key messages and communicating them to potential alliance partners and investors. This person also oversees production of internal and external materials such as brochures, press releases, web copy, newsletters and executive presentations. Requires excellent written and verbal communication skills.

### **MEDIA RELATIONS MANAGER**

Researches, writes, edits, and coordinates production of a variety of corporate and marketing communications materials. Responsible for writing marketing collateral; newsletters and employee communications; speeches and executive communications; and press releases and fact sheets. Works in print and on websites and corporate intranets.

### **WEB CONTENT EDITOR**

Writes copy and navigational links for websites; corporate intranets; email communications; and Web-based advertising and marketing campaigns. Adapts copy from offline sources for online use. Collaborates with Web Designers on blending copy with designs. Can participate in search-engine-optimization projects.