**Beit T’Shuvah**

**Communications Manager**

**Non-Profit Organization**

**Beit T’Shuavh, the largest and most innovative residential treatment center in the US based on Jewish community, is seeking a Communications Manager to bring our message of successful integrative solutions to treatment amidst the environment of the opioid crisis.**

**PRIMARY RESPONSIBILITY**

Directing the organization’s communications and marketing strategy to reflect the multi-faceted components of the organization.

Primary responsibility includes:

* developing marketing, messaging and implementation strategies on behalf of the organization to attract corporate donors and a broader support and client base
* introducing its new educational programs for medical professionals
* supporting communication development for fund raising

The Manager is responsible to set stratetgy, develop the programs within budget and then lead implementation efforts. Communications need to align to the organization’s brand strategies. The Manager needs to know what’s happening across the organization from a wide perspective of programs and client successes, to partnerships, development initiatives and grant applications.

**SKILL SET REQUIREMENTS**

**Communication Development – strong strategic communication skills**

* Ability to understand the needs of a given target market
* Develop messaging and implementation plans to deliver the right message to the right audience, in the right channel at the right time.

**Content Development – excellent writing skills**

* Create marketing collateral content and editorial for existing publications such as newsletters, magazines, annual reports, emails, brochures, donor and program collateral, letters, program flyers
* Work closely to support organization’s department heads on these materials

**Website Content Management**

* Oversee content creation and editing for the organization’s website in collaboration with all departments
* Responsible for updating the content on the Beit T’Shuvah website and keeping it fresh

**Sophisticated Media Relations Expertise**

* Collaborate on overall media strategy and develop effective pitches for the media
* Develop and maintain strong relationships with key media outlets
* Seek out positioning opportunities for Beit T’Shuvah leadership as experts and spokespersons on panels, as invited speakers and in media

**Social Media**

* Develop strategies and manage the organization’s implementation of its social media strategies on various platforms in collaboration with internal team members (includes Facebook, Twitter and Instagram)
* Create and post content to these platforms
* Develop content for branding, PR and development and other internal and external initiatives

**Event Publicity**

* Assist with publicity and promotion of events in collaboration with the department planning the event
* Support coordination of event promotional materials and campaigns and the editing of various communications as needed by department

**EDUCATION AND MINIMUM REQUIREMENTS**

* BA Degree in Journalism, Communications or related field
* 5 years of experience
* Exceptional verbal and written communication skills
* Extensive writing, editing and proofreading experience
* Website and social media content creation, management and strategic analysis
* Media relations experience a requirement
* Current press contacts a plus
* Experience managing a branding or rebranding campaign a plus
* Dedicated and enthusiastic team player who is highly collaborative
* Able to handle multiple projects and deadlines, must be organized and detail oriented
* Proficiency with Microsoft Office Suite required
* Proficiency with Adobe Creative Suite CS5, WordPress and project management platforms a plus

**About Beit T’Shuvah**

**Working at BTS provides an opportunity to be part of a life-changing organization. Seeing firsthand the transformation of the human soul as people recover their passion and discover their purpose is at the core of our mission and work. Join a team of dedicated professionals who participate in this process on a daily basis and help us communicate this to the world.**