



Job Description: FocusMaine Manager of Strategic Communications and Outreach

Overview:

FocusMaine plays a unique role in Maine's economic development. Guided by a board of private-sector leaders, FocusMaine coordinates and sponsors a synergistic set of programs delivered by high-impact organizations to strengthen globally competitive and high-growth industries, build workforce skills for those sectors, and increase interest in pursuing careers in Maine. This work catalyzes jobs by strengthening businesses and their needed workforce and increases revenues by displacing imports and expanding markets beyond Maine. Learn more about FocusMaine at www.focusmaine.org.

Position Description:

FocusMaine is finalizing an exciting strategic and brand refresh that offers a tremendous opportunity to modernize its brand identity and enliven its communications and outreach. To capitalize on this opportunity, FocusMaine seeks an energetic communications and outreach manager to implement a strategic communications plan that is developed in concert with the President.

Key Responsibilities:

The Manager of Strategic Communications and Outreach will:

- Develop and deliver messages through a wide range of communication media.
- Represent FocusMaine at events that are relevant to its mission.
- Drive a consistent organizational brand identity across all platforms, and position FocusMaine as impactful in growing its sectors.
- Generate and deliver messages to donors, partner organizations, and their participating companies, subscribers, followers, leaders in economic development, academia, government, and the general public.
- Generate and support internal organizational communication for Leadership Team, partner relations, grant writing, and reporting.
- Scan and keep FocusMaine team apprised of relevant public policy and news developments.
- Maintain FocusMaine's website and manage and engage its social media sites.
- Manage FocusMaine event sponsorships.

- Plan and oversee the organization of FocusMaine-sponsored events.
- Achieve goals and objectives in alignment with FocusMaine's vision, mission, purpose, and values.
- Report to the president.

Key Qualifications and Abilities:

- Strong communicator with excellent writing, presentation, and oral communication skills.
- Excellent interpersonal skills.
- Collaborative team player.
- Self-driven initiator who can work independently, handle multiple assignments, and meet deadlines.
- Knowledge of best practices for writing and publishing on different platforms.
- Experience publishing content on WordPress, Squarespace, or other CMS.
- Proficiency with Microsoft Office, Google Workspace, and ease of understanding other software programs in use by FocusMaine (e.g., Zoom and Airtable).
- Demonstrated technology hosting skills.
- Willingness to travel, drive long distances, work remotely and in the office, conduct work via telephone and computer, and attend evening or weekend events.

Non-discrimination Statement:

FocusMaine does not discriminate based on age, disability, gender, national origin, race, religion, or sexual orientation.

Salary and Benefits:

The salary range for this position is \$58,000 - \$70,000 annually, depending on experience. FocusMaine provides a range of competitive benefits.

To Apply:

Please email a resume, cover letter, and two professional writing samples to Andrea Maker, FocusMaine President at info@focusmaine.org, with "Manager of Strategic Communications and Outreach" in the subject line. Applications will be considered on a rolling basis until the position is filled.