



### Job Description

**Job title:** Communications Manager  
**Reports to:** Chief Operating Officer

**Date:** October 2022  
**FLSA Status:** Exempt

#### **Summary:**

Travois, a Certified B Corporation, raises capital for housing and economic development in Indigenous communities, advocates for our clients and provides educational, architectural, compliance and asset management services. Travois strives to improve the lives of Indigenous peoples by providing the tools and resources to create healthy, affordable and sustainable communities.

The communications manager is responsible for advancing the reputation of the Travois family of companies among external audiences, including current and potential clients, investors, the general public, and the media. The communications manager leads the marketing and communications team while developing and monitoring the company's corporate identity, ensuring messaging and collateral materials have a consistent look and promote the organization's positive and professional image. A successful candidate writes, edits, and distributes public relations and marketing materials and helps clients generate media attention as projects reach key milestones. The communications manager develops marketing campaigns to provide information about Travois services and financing opportunities to Indian Country leaders. The communications manager maintains Travois' social media accounts on Facebook, Twitter, LinkedIn, and Instagram.

#### **Duties and Responsibilities:**

1. Writes, edits, and distributes accurate, well-written, and concise documents for internal and external audiences. Documents include news releases, website content, e-mail blasts, articles for newsletters, advertisements, letters, posts on social networking sites, and other marketing and public relations materials.
2. Helps develop collateral materials, including annual report, proposals, presentations, training materials, staff bios and resumes and other projects.
3. Develops and monitors the company's corporate identity, ensuring collateral materials have a consistent look and feel and promote a positive, professional image.
4. Promotes company and client successes to local, national, and trade media. Develops public relations strategies, drafts news releases, creates media lists, helps with media inquiries, and monitors publicity.
5. Identifies and applies for awards to recognize individual staff members and the Travois family of companies. Works with Travois staff to identify and apply for industry awards that recognize individual clients and/or their projects.
6. Conceptualizes plans, designs, and publishes collateral materials, coordinating production with printing companies and meeting deadlines and budget requirements.
7. Participates with senior management throughout the Travois companies in strategic planning and goal setting.
8. Learns and understands affordable housing (Low Income Housing Tax Credit) and economic development (New Markets Tax Credit) industries to communicate effectively.
9. Manages e-mail blasts and contact databases in conjunction with the communications team.
10. Performs other public relations, marketing, and communications duties, as they arise.
11. Design experience with Adobe Creative Suite is required.

**Skills:**

1. Advanced oral and written communication skills; subject matter can be technical.
2. Proficiency with Associated Press writing and editing style
3. Time management and organization; ability to meet deadlines
4. Knowledge of public relations principles to generate media attention
5. Ability to recognize and be responsive to the needs of internal and external clients
6. Proficiency with Microsoft Word, Excel, PowerPoint and Outlook, and Internet applications
7. Basic knowledge of HTML
8. Experience with Adobe Creative Suite

**Required Education and Experience:**

Bachelor's degree in journalism, public relations, communications, marketing, English, or a related field and five years of relevant experience.

**Physical Requirements of the Job:**

- Ability to sit or stand at a desk working for extended periods during the workday
- Ability to communicate verbally, in person, and by telephone, with colleagues and customers in the office and around the country
- Ability to use a computer and communicate via the internet with colleagues and customers in the office and around the country
- Ability to travel by airplane and drive a car to work or client sites
- Ability to walk around client sites or construction sites
- Ability to lift and carry materials up to 25 lbs. for conferences and training events

This job description should not be considered all-inclusive. It is merely a guide of expected duties. The employee understands that the job description is neither complete nor permanent and may be modified at any time. At the request of their supervisor, an employee may be asked to perform additional duties or take on additional responsibilities without notice.