

## OVERVIEW

At IndyHub, we work every day to grow, engage and empower a community of 20- and 30-somethings who are meaningfully connected to Indianapolis and invested in its future. We channel our city's doers, builders and changemakers to the people, places, civic opportunities and organizations that make Indy a great place to live, work, play and plant roots.

For the transplant looking to get plugged in to their new home, IndyHub provides community onboarding, social experiences, one-on-one meetings and intentional introductions to people and organizations. For the home-comer, intern and soon-to-be college graduate, IndyHub creates opportunities to explore neighborhoods, the city's sports scene and other amenities, showcasing how vibrant a place Indy has become. And for the emerging leader looking to make a difference, we provide educational opportunities, leadership development and resources to help them carve out their impact and secure a seat at the table.

IndyHub values collaboration, hard work and a culture of inclusivity. The Communications Manager is a critical person in this work, helping to manage our public brand, showcasing our work and managing our communications to an ever-growing network of more than 50,000 Indy 20- and 30-somethings.

## POSITION TITLE: COMMUNICATIONS MANAGER | FULL-TIME | PAID (SALARIED)

The ideal candidate for this role is grounded in community, has experience in communications and marketing, possesses a curious and positive nature, and is a self-starter and multi-tasker. They are highly organized, communicate effectively, and can successfully manage multiple projects at once. The ideal candidate is resourceful and will play a key role on our small team. This position will report to Ashley Miser, Director of Strategy.

## SCOPE OF ROLE & RESPONSIBILITIES

### Website Management

- Develop, manage, and update written and visual content for indyhub.org; perform a regular audit of the site and monitor Google Analytics; maintain relationship with website host for support needs.
- Write, coordinate and serve as content editor for IndyHub's blog; build relationships with regular and guest contributors in order to amplify multiple diverse 20- and 30-something voices.
- Manage the IndyHub community calendar and volunteer opportunities page(s) on IndyHub website, including adding and approving submitted events and projects.

### External Digital Content

- Develop and manage all written and visual content for the organization.
- Manage email communications regarding IndyHub programs and event invitations, campaigns, etc.
- Develop strategic direction and manage IndyHub's digital presence on social media, maintaining authenticity to voice and continually identifying opportunities to reach new audiences and engage current audiences of 20- and 30-somethings across Indianapolis.
- Oversee and manage platforms including but not limited to: Facebook, Twitter, Instagram, and LinkedIn.

## Public Relations & Constituent Services

- Work with the Community & Events Manager to maintain frequent updates to IndyHub website pages related to IndyHub programs and events and ensure appropriate reach and clear metrics for success on event attendance.
- Curate, manage and distribute monthly IndyHub e-newsletter and event invitation emails.
- Provide relevant images and other innovative content from community events for use on IndyHub social media.
- Seek opportunities to develop relationships and build story ideas to grow IndyHub as a thought leader with local media, regularly updating press contacts on IndyHub events, programs and initiatives.
- Create and distribute toolkits for partners to promote IndyHub programs.
- Manage Promotions Team for IndyVolved, IndyHub's largest annual event.
- Deliver an exceptional experience to every person met through first impressions, building trust with colleagues, partners, Board leaders and the IndyHub network.
- Occasionally meet with emerging leaders and new residents through IndyHub's Core Connections program.
- Participate in committees, events, and other duties as assigned as an official IndyHub representative.
- Identify areas to develop and conduct research as it pertains to 20- and 30-somethings in Indy.
- Stay up to date on local issues and trends relating to 20- and 30-somethings in Indy.
- Work with Director of Strategy and President to identify local leaders to submit for awards on behalf of IndyHub.
- Support the IndyHub team on ancillary tasks and projects.

## REQUIRED QUALIFICATIONS

- Bachelor's degree or higher.
- (1-3) years of professional work and community involvement experience.
- Background that includes a demonstrated proficiency in communications, marketing, and digital strategy.
- Experience in event marketing, social media management, and public relations. Graphic design experience preferred.
- Demonstrated organizational skills; proven ability to handle multiple projects at once and meet deadlines.
- Strong computer skills and familiarity with a variety of technology platforms, including but not limited to: Adobe Creative Suite, Canva, CoSchedule, Google Drive, Mailchimp, Microsoft Office, Salesforce Marketing Cloud, and Wordpress.
- Exceptional written and spoken communication skills.
- Ability to thrive working both independently and within a team setting, and a willingness to work with enthusiasm among evolving priorities.
- Business day availability, with some evenings and occasional weekend commitments.
- High professional standards with the ability to see the big picture and manage practical details.

## BENEFITS AT INDYHUB

Our office is located in downtown Indianapolis at the intersection of Meridian & Georgia Streets. We have a outcomes-focused, flexible work environment with provided technology, standing desks, multiple spaces for collaborative work, snacks & coffee. Other benefits include but are not limited to: *\*continued on page 3*

- Health Insurance Plan with optional vision & dental through FullStack PEO
- Holiday schedule & paid vacation days
- 401(K) Plan
- Parking and cell phone stipend

## HOW TO APPLY

To apply, please email [ashley@indyhub.org](mailto:ashley@indyhub.org) with “Communications Manager | Name” in the title, along with resume, cover letter, written responses to the following questions below and (3) professional references.

\*Please keep your responses to each question 300 words or less.

1. What sets Indianapolis apart as a home for young leaders?
2. Describe a person who has influenced your life and opened doors to help you succeed?
3. Tell us about an individual whose life you have impacted and what they would say about you.

As an equal opportunity employer, IndyHub encourages applications from all individuals regardless of age, gender, race, ethnicity, sexual orientation, marital status or physical ability, and evaluates all candidates on a merit basis.