

Position:	Communications Manager
Department:	Marketing
Job Status:	Exempt; Full-Time
Reports To:	VP of Marketing
Summary: Supporting a broad range of brand building marketing strategies within the luxury vinyl flooring segment markets including homeowners, flooring retailers, and commercial specifiers, the Communication Manager's role is to provide copywriting, and media outreach that will most effectively support profitable growth for Karndean Designflooring.	
Main Duties:	
<ul style="list-style-type: none"> • Content generation for overall brand support and product positioning of new luxury vinyl flooring introductions. Maintain internal copy database. • Provide dependable copy editing for documents briefed by other members of the marketing department including promotional e-mails, printed and digital ads, brochures, case studies, editorials, newsletters, web copy and other communications pieces (internal and external). • Create editorial calendar through proactively maintaining relations with key media contacts and managing monthly spend; respond to time-sensitive editorial responses with attributions, coordinate ad insertions, write and distribute news-worthy press releases. • Maintain unified brand voice and engaging brand presence across social media channels through developed and curated written, video, and photo content, implementing an optimal social media posting schedule, engaging with comments and questions, and furthering partnership outreach. • Media and social media monitoring: maintain monthly tracking of brand mentions and social reach for company-wide reporting. • Aid in the development of a broad range of communication strategies, outreach programs, plans, processes, and initiatives. 	
Person	
Experience:	
<ul style="list-style-type: none"> • Bachelor's Degree in communication or similar field with minimum 5 years' experience • Excellent knowledge of social media platforms such as Facebook, Instagram, LinkedIn, and Twitter. • Energetic self-starter with strong organizational skills and attention to detail. Ability to prioritize multiple tasks in a fast-paced environment. • Strong written and verbal communication skills. Knowledge of AP Style. • Excellent customer service skills with the ability to work independently and contribute to team projects. • Proficient in Word, Excel, Canva, and content management systems such as Sprout. Working knowledge of HTML is a plus. • Comfortable with minor travel, 1-3 trips per year. 	