

**Job Description for Communications Manager**  
**CED – The Council for Entrepreneurial Development**  
***First review of applicants scheduled for July 9, 2014***

The Research Triangle region of North Carolina is currently undergoing an explosion of next generation entrepreneurship and high-growth, high-impact new ventures. For 30 years, CED has been the go-to organization for entrepreneurs to make connections to capital, knowledge, and resources. As the entrepreneurial community evolves, CED is changing its strategic focus to accelerate the path to success for startups and growth-stage companies.

We now need to find the perfect candidate to help us tell our story effectively. We are creating the position of Communications Manager to implement new brand and messaging platforms in connection with CED's strategic plan. The ideal candidate is a take-charge communications professional, well-versed in all forms of social, digital, and event-based communications, with a passion for entrepreneurship.

If you are both a “big thinker” and a “doer”, this is the job for you. There's the hands-on work of managing CED's on-line presence (website and social media platforms) plus the opportunity to manage a budget and work with outside vendors to promote programs and events, place stories of successful entrepreneurs in high-impact media, and direct design and digital media initiatives. This is a great opportunity for someone who has a background in corporate or professional services marketing, and is ready to take on a new level of responsibility with a fun and collaborative team.

The Ideal Candidate possesses the following:

- 5 years' experience in a professional marketing communications position with increasing areas of responsibility
- Experience implementing a brand, brand messaging, and compliance with a brand playbook
- Excellent written communications skills
- A mastery of social media and web-based communication
- Understanding of the tactics for effective communication with a diverse group of stakeholders
- Experience with customer segmentation and relationship management preferred
- An ability to manage multiple projects simultaneously, prioritizing time and resources

The Communications Manager reports to the President of CED and will be responsible for:

- Implementing CED's “brand truth” that reinforces the organization's positioning statement and attributes: CED is the network that helps Triangle entrepreneurs build successful companies
- Executing multiple campaigns and maintaining CED's website, digital media, and social media platforms in a timely manner
- Ensuring that stories of successful entrepreneurs in the Triangle show up regularly in high-impact regional and national media

- Ensuring successful execution of CED's marketing collateral, including signage and conference materials, on time and within budget
- Managing and planning a budget for communications
- Recruiting and managing free-lance copywriters, designers, and public relations specialists as needed

If you are interested in applying, please send a cover letter telling us why you are the right candidate for this position, along with a resume, writing sample and salary requirements to Vicki Schebell ([vschebell@cednc.org](mailto:vschebell@cednc.org)). CED is located at the American Tobacco Campus "American Underground" in Durham, NC.

CED offers a competitive salary, medical and dental benefits, and a matching 401(k) plan.