

Communications Manager

H₂O at Home, Inc. is a mission-driven organization offering people a better way to care for their home and family through natural home and personal care products.

An established organization, H₂O at Home began in France 20 years ago, and launched the US division in 2009, headquartered in King of Prussia, PA. Our social selling business model distributes our method of cleaning with just water and natural, organic, and sustainable product lines in 48 states in the US. Learn more at: h2oathome.com/us or facebook.com/H2OatHomeInc

The Communications Manager reports to the Director of Marketing & Communication for H₂O at Home's US division. The Communications Manager is responsible for supporting all communications channels, for consumers as well as a diverse network of Independent Advisors. The Communication Manager will work collaboratively with the team to help deliver strategy and vision to a wide audience.

Communications Manager Key Functions:

- Contribute to the positivity and creative collaboration of the H₂O at Home US Marketing & Communications team. Help develop marketing strategy and materials that build awareness, communicate the mission, and drive H₂O at Home's business.
- Manage all copywriting, editing, and proofing. This includes content development as well as associated processes and systems for creation and approvals.
- Manage all social media channels to build brand awareness and to support the field. This includes content development (graphic and video), developing/maintaining a social voice/tone, and staying abreast of changes and conducting competitive analysis to remain relevant and on-trend.
- Manage all company newsletters - creating all content, ensuring timely release, and proactively seeking out, and bring to the team, innovative ways to improve readability, CTRs, and improve content.
- Manage communication materials for/from events including video, interviews, polls, apps, etc.
- Regularly gather from the field video, images, and testimonials and conduct interviews and polls.
- Manage knowledge database - content for Advisors including catalog descriptions, product spec sheets, training materials, product information/labels, website copy, support portal, etc. Complete regular and cyclical audits of all materials.
- Support other graphic design, video design, writing, functions.

Requirements:

- BA/BS in a related field or comparable experience
- At least two years of related marketing experience
- Copy writing, editing, and proof reading experience
- An eye for design, experience with Adobe Creative Suite: Photoshop, InDesign, Illustrator, Premier
- Strong written and verbal communication skills
- Detail oriented with the ability to manage multiple projects simultaneously
- Ability to work autonomously – must possess a self-driven mentality
- Computer skills including Microsoft Office applications
- Ability to work in a collaborative, close-knit office environment with an entrepreneurial spirit
- Be able to take direction, feedback, and critique
- Energetic, forward thinking, and creative individual with high ethical standards
- A positive attitude and desire to uphold company values

Qualified candidates should submit cover letter, resume, and creative samples to b.pink@h2oathome.com.