



Job Description

Job Title: Marketing & Communications Manager	Reports to: Senior Director of Philanthropy and External Affairs
Department: Philanthropy & External Affairs	FLSA Status: Exempt
Job Grade: 12	Version Date: July 2026

General Responsibilities:

Serves as Thundermist's sole functional owner of marketing and communications strategy and execution. Sets and drives the strategic direction for branding and communications while personally carrying out many of the day-to-day functions including graphic design and social media content creation and supporting the broader communication needs of the organization.

Qualifications:

Required Qualifications:

- Bachelor's degree in communications, marketing, journalism, public relations, or a related field, or equivalent experience
- A minimum of 5 years of progressive marketing/communications experience
- Demonstrated experience developing and owning a strategic marketing/communications plan
- Experienced in graphic design and video production; proficient in Adobe Creative Suite, Canva, and WordPress
- Excellent oral and written communication skills
- Proficiency in the Microsoft Office Suite
- Proficient with social media management (Meta Business Suite) and email marketing tools (e.g., Mailchimp)
- Working knowledge of web analytics and SEO tools, including Google Analytics 4, Google Search Console, and Google Ads
- Familiarity with AI tools
- Experience organizing and collaborating on community-based events
- Strong project management skills across multiple departments and stakeholders
- Ability to work independently and exercise sound judgment with minimal oversight

Preferred Qualifications:

- Healthcare, community health center, or FQHC experience
- Experience with media relations, press releases, and reputational/crisis communications or an interest in growing these skills is a plus

Significant Job Functions:

Strategy & Leadership:

- Set and own Thundermist's marketing and communications strategy, aligned to organizational priorities and community health mission
- Develop and maintain the annual marketing/communications plan, including measurable goals, timelines, and success metrics
- Serve as a strategic thought partner to executive leadership on brand positioning, messaging, and reputational matters
- Direct social media strategy and execution across all Thundermist channels, including content calendar, community engagement, and performance measurement
- Manager graphic design, video, and photo content production ensuring brand consistency and quality
- Manage Thundermist's website and digital presence (WordPress), including content updates, landing pages, and SEO fundamentals
- Support internal communications and employee engagement across departments, in partnership with HR and executive leadership
- Draft executive remarks, organizational announcements, and internal messaging for key organizational moments
- Maintain Thundermist's intranet (SharePoint), branding guidelines, stylebook, and photo library as the authoritative sources for organizational identity
- Coordinate community events and external representation opportunities that advance Thundermist's visibility and community relationships
- Represent Thundermist professionally at community coalitions, partner events, and public forums as appropriate
- Other duties as assigned

Work Schedule Demands:

Full-time, 40 hours per week (benefit-eligible). Hybrid schedule with three days on-site at a Thundermist location and remaining days remote. Availability for evenings and weekends is required as needed to support community events and organizational communications needs. Occasional travel between Thundermist sites and to community events.

Salary:

\$70,470–\$105,706 annually

Physical Effort/ Environment:

This position is performed at Thundermist's administrative offices in 25 John A. Cummings Way. Moderate physical activity, walking, standing, stooping, and occasional lifting. Organization skills, neatness; knowledge of safety and infection control standards of practice. Potential exposure to bloodborne pathogens, respiratory disease, and other infectious diseases, and other biohazardous material requiring universal standard precautions for medical practitioners. This is a hybrid position with at minimum three days on site. General office environment.

Confidentiality of Information:

Thundermist is dedicated in securing the privacy and confidentiality of protected health information under the Health Insurance Portability and Accountability Act. It is the responsibility of all employees to comply to state and federal guidelines in accessing sensitive information.

EEOC Statement:

Thundermist provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state, or local laws.

Employee Acknowledgment:

By signing below, I acknowledge that I have received and reviewed this job description. I understand that this document outlines the general responsibilities and qualifications associated with my position. I further understand that my responsibilities may change as business needs evolve, and that I may be asked to perform duties outside of those described in this job description. This job description is not intended to be an exhaustive list of all duties, responsibilities, or qualifications required of the role.

Employee Signature: _____ **Date:** _____

Employee Printed Name: _____