

POSITION DESCRIPTION

July 2021

POSITION: Communications Specialist

DEPARTMENT: Business Department

ACCOUNTABLE TO: Executive Director

CLASSIFICATION: Non-Exempt

SUMMARY OF WORK: Reporting to the Executive Director, the Communication Specialist is responsible for the strategic development and promotion of the agency's brand and messaging in order to drive a positive reputation, strengthen community support, and maintain a high demand for services. This includes, but is not limited to, leading the planning and execution of promotional, outreach, and fundraising, campaigns and events; creating print and digital promotions and other agency-branded materials; managing the agency's digital presence; overseeing public and media relations and marketing; and managing grants.

Direct Reports: No direct reports

PRINCIPLE DUTIES AND RESPONSIBILITIES:

Communications

- Direct the development and promotion of CDC's brand and messaging across mediums and constituencies, covering programs as well as mission, vision, values and goals
- Facilitate the creation and ongoing updating of program descriptions, including changes to services, expansions, etc.
- Guide staff, as appropriate, in communicating about CDC to ensure accuracy, consistency, and efficacy both in writing and verbally
- Participate in cross-program strategic planning and implementation to ensure accordance with brand, messaging, and mission
- Assist Executive Director as needed to advance legislation, policy, or advocacy efforts
- Assist with the development of systems, policies, procedures, and internal documents from a communications lens

Public Relations (outreach, media, & marketing)

- Facilitate Program Directors in the development of annual outreach strategies and calendars
- Direct outreach events and campaigns
- Create and/or procure outreach materials
- Coordinate outreach activities
- Coach other staff in delivering outreach
- Make public presentations and represent agency among community partners and at events
- Facilitate community partnerships

- Manage website content, host, domain, SEO, and front-end and back-end updates
- Promote CDC and build support on social media (Facebook and other platforms as appropriate)
- Oversee earned media, including press releases and cultivating press relationships
- Market programs, services, and events through a mix of paid and earned press, social media ads, digital content, and corporate-media partnerships
- Manage outreach and marketing (public relations) budget

Fundraising & Grants (development)

- Collaborate with ED, CFO, and Program Directors to identify funding opportunities for special projects and to support existing programs
- Direct fundraising events and campaigns
- Manage grant research, proposals, budgets, contracts, and reports
- Manage donations and grants database
- Write and send gift acknowledgements
- Facilitate strategic donor relations
- Monitor appropriate utilization of donated funds

Other

- Other duties as assigned

Qualifications:

- 5+ years of communications, public relations, outreach and/or marketing experience
- Demonstrated grant writing and fundraising success
- Proficient with social media and website management, including experience with WordPress or other website platform and/or basic html coding skills, familiarity with SEO, and creation and distribution of written, visual, and video content
- Familiar with design software such as Adobe, Publisher, or others
- Knowledgeable of inclusive language, especially as it relates to disability
- Bachelor's degree or higher, or some combination of relevant education and experience

Employee Signature

Date