



COMMUNICATION SPECIALIST JOB DESCRIPTION

Job Title: Communication Specialist

Job Status: Full-Time / Exempt / 40+ hours per week / Benefit Eligible

Reports to: Executive Director

Pay: \$45,000-\$55,000 per year, based on experience

Overview: The Communication Specialist at Achieve Brown County (ABC) is a member of our permanent staff and reports to our Executive Director. This individual is responsible for communication and telling our story across a variety of platforms to our many audiences. They will maintain branding, messaging and design consistency for all collateral, publications, and both written and verbal communication. They will also lead public relations strategy and relationship building with media. This individual will work closely with all team members at ABC and has the opportunity to manage interns and volunteers in order to execute the communication strategy.

Essential Duties and Responsibilities

Communication & Telling Our Story (35%)

- Seek input for and develop a comprehensive communication, marketing, and public relations/media strategy and lead implementation and maintenance of this strategy.
- Produce timelines and share content (written, sound or video, photography) to regularly tell our story on our website, social media (Facebook, Twitter, LinkedIn) and through print and electronic means.
- Capture photo, sound and video content and edit these pieces for use.
- Engage with staff and partner organizations to generate and grow our library of photography, sound or video content and written content for regular use in telling our story; edit these content pieces as needed to produce a finished product.
- Seek content for and produce an electronic newsletter and annual report to the community.
- Contribute content to donor solicitations (written, electronic appeals) and stewardship activities.
- Strategically work to build a broad public understanding of our work and mission; track and measure our effectiveness in doing so using insights and analytics from Google, WordPress, Constant Contact, and social media to support message refinement.

Brand Management Including Graphic Design, Messaging, Style & Copy (35%)

- Maintain a brand and style guide and offer ongoing training to staff and volunteers to support bringing our overall brand to life.
- Lead graphic design efforts utilizing Canva Pro for social media, the website, slide decks and for print materials like brochures, post cards, flyers, annual reports, impact reports, infographics and more; offer templated designs for staff to use when possible.
- Oversee brand and style consistency across all communication means, both internal and external.
- Develop and disseminate strategic messaging and talking points for various organization updates, initiatives, or events; ensure staff, volunteer, and board member messaging is on point.
- Manage use of logos and other brand elements, both internally and with donors, partners, and media.
- Create copy or edit and proof copy to ensure high editorial standards are met across all content outputs.

Media & Public Relations (15%)

- Develop thoughtful and strategic relationships with media influencers, reporters, assignment editors, on-air personalities and other media decision makers.
- Serve as primary liaison between media and any ABC spokesperson(s) for interviews and provide media training and talking points to staff prior to media interviews.
- Identify stories, special events and mission specific issues and pursue proactive media engagement to secure coverage on a regular basis.

- Create and distribute media materials for events and press conferences, including press releases and media advisories, to solicit media activity.

Other Duties (15%)

- Participate as a member of the team in staff meetings, in budgeting, and in long-range and strategic planning for the overall organization, actively supporting or leading strategic initiative implementation.
- Stay current on industry trends and competitors and seek out professional development opportunities to support leadership, skill/role and DEIB development.
- Other duties as assigned.

Education & Experience

- Bachelor's degree in a communication related area of study preferred or equivalent 4 years' experience commensurate with education.
- 2+ years of experience in a communication role with strategy, graphic design, copy/content generation, branding and/or media/public relations experience.

Knowledge, Skills, & Abilities

- Ability to work in alignment with the mission, vision and values of ABC including a commitment to transforming civic infrastructures in need of improvement and ensuring equity is at the core of all we do.
- Self-starter with the ability to take initiative and responsibility to manage multiple priorities and projects and be comfortable with rapidly changing targets and deadlines.
- Understanding of and commitment to diversity, equity, inclusion, belonging and social justice issues.
- Understanding of and interest in collective impact and systems change work.
- Demonstrates self-awareness, cultural competency and inclusivity, and has ability to work with colleagues and stakeholders across diverse cultures and backgrounds.
- Excellent written, oral, and interpersonal communication skills as well as writing, editing, and proofreading skills with a diligent eye for detail, language, flow, and grammar.
- Proven ability to demonstrate brand voice through messaging, style, and copy.
- Ability to facilitate collaboration among diverse groups and to translate complex information into a digestible format that internal and external stakeholders can understand.
- Self-motivated and able to work independently and as part of a larger dynamic strategy team.
- Skills related to WordPress website management, search engine optimization, marketing best practices, social media management, newsletter development (Constant Contact) and graphic design (Canva).
- Ability to use/learn Microsoft Office 365 Suite applications, web-based applications, and databases.

Other Job Requirements

- Ability to pass a criminal background check and pre-employment drug screen.
- Valid Wisconsin driver's license, a reliable vehicle and proof of automobile insurance to get to and from meetings, events and other work functions.
- Ability to work from 8:00am-4:30pm Monday through Friday with occasional hours on nights and weekends.

Working Conditions

- **Work Environment:** ABC has office space in the Office for Collective Impact which is in the Railyard District of downtown Green Bay at 340 N Broadway, Ste 400, Green Bay, WI 54303. We share office space with three other collective impact organizations (Basic Needs Giving Partnership, Connections for Mental Wellness, and Wello). Our work environment is considered hybrid. ABC employees are asked to work 2-3 days in our office and then can be at a home office, in the community or at ABC the rest of their work week. All employees should have the ability to be onsite five days a week if their schedule requires it. Employees are issued a laptop for easy movement between our office, a home office and being in the community.
- **Physical Activities:** while performing the duties of this job, the employee is regularly required to sit, stand, walk, talk, listen, operate a computer, operate a motor vehicle, and lift and/or move more than 10 pounds. Specific vision abilities required by this job include close vision, distance vision, depth perception, and ability to adjust focus. At times there may be heavy phone and email volume with extended periods of time working in front of a computer while at other times there may be bending and lifting that would occur outside of the office for setting up or tearing down of events. The physical demands described here are representative of those that must be met by an employee to successfully perform the essential duties of this job. Reasonable accommodations may be made for individuals with disabilities to perform the essential functions of the job.

We recognize that the unique and diverse backgrounds, talents, skills, and contributions of every individual improve and enhance the quality of the organization. We believe creating an environment where everyone belongs, and thrives, is our collective responsibility. Therefore, we are committed to building a culture that attracts and sustains a diverse mix of professionals who are passionate about the work they do. We work to recruit, develop, and retain talented staff from a broad and diverse candidate pool. ABC is an equal opportunity employer that does not unlawfully discriminate against any person because of race, color, religion, gender, marital status, age, national origin, physical or mental disability, sexual orientation, veteran/reserve and National Guard status, or any other status or characteristic protected by law.

Job Description Acknowledgment

I hereby acknowledge that I have received, reviewed, and fully understand the job description for the Communication Specialist. I further understand that I am responsible for the satisfactory execution of the essential functions described within the job description.

Printed Name

Signature

Date