

CATHOLIC SOCIAL SERVICES
JOB DESCRIPTION

TITLE: Communication Specialist
DEPARTMENT: Communication & Development
SUPERVISOR: Director of Community Engagement
STATUS: Full time/Exempt
UPDATED: 12/2020

JOB SUMMARY: The Communication Specialist is responsible for content creation and community engagement at Catholic Social Services. This position strengthens Catholic Social Services (CSS) mission and brand recognition through strong content, graphics, and techniques. The Communication Specialist will develop and enact outreach/communication techniques and plans that will further communicate the work of the agency and connect with all audiences. This position reports to the Community Engagement Director and will work in coordination on other projects as assigned.

QUALIFICATIONS:

Competencies: The Communication Specialist will be a strong and creative communicator, eager to tell the story of CSS. The Communication Specialist should have experience in graphic design, writing, and social media. Experience in data visualization and video is a plus. Must be flexible, dependable, possess excellent written and oral communication skills and demonstrate attention to detail and organization. Individual must have a sincere commitment to the mission of CSS, its programs and the people they serve. Must have a strong work ethic, a positive attitude and work well as a member of a team. Must be able to maintain confidentiality and treat all individuals with dignity and respect.

Education/Experience Requirements: Bachelor's degree in marketing, public relations, communication, graphic design, or other related field. Experience in nonprofit work is a plus.

Skills: Strong communication skills and experience in storytelling, and public relations; proficiency in Microsoft Office Suite. Knowledge of Word Press, MailChimp and Adobe. Must be able to take initiative and work with little supervision. Must be able to multitask and prioritize projects. Should have excellent written communication skills and the ability to evoke emotion with written or visual communication. Experience administrating social media for a business or large platform is a plus.

DUTIES & RESPONSIBILITIES:

1. External Communication
 - a. In partnership with the development and communication team, create agency literature and other forms of communication
 - b. Create and produce content (both written and graphic) for social media, appeals, Holidays, annual reports, and events
 - c. Create and produce video content communicating agency needs, agency news, and agency work
 - d. Design and launch email campaigns.
 - e. Manage social media accounts
 - f. Assit in website maintenance and content, including the blog

- g. Assist in the creation of campaigns and appeals
 - h. Translate program data and technical information into easily understandable graphics
 - i. In partnership with program teams, ensure that clients and perspective clients are aware of services and resources at CSS
2. Public Relations
- a. Support for special events.
 - b. Assist in the creation of press releases, media relations content, case studies, white papers, newsletter content, social media content, and blog content
 - c. Maintain and broaden social networking to benefit the organization.
 - d. Research media coverage and industry trends.
 - e. Track CSS media stories
 - f. Explore news outlets outside of Anchorage
 - g. Develop and reinforce the CSS mission to keep up to date with current agency happenings and goals
 - h. Monitor news outlets for media opportunities for CSS
 - i. In partnership with the development and communication team, engage with schools, parish, and partners, providing education and information
3. Provide support in creating communication materials for special projects as needed
4. Valid Alaska driver's license and vehicle insurance (local travel is required). Must be available evenings and weekends when necessary.
5. Maintain regular and reliable attendance.
6. Other duties as assigned.

Physical Requirements: Ability to lift 25 pounds.

Training Requirements: Attend Agency and department orientation. Attend all staff meeting and training as required.

The above statements are intended to describe the general nature and level of work being performed by people assigned to this classification. They are not to be construed as an exhaustive list of all responsibilities, duties, and skills required of personnel so classified. All personnel may be required to perform duties outside of their normal responsibilities as needed.

Employee Signature: _____ Date: _____

Supervisor Signature: _____ Date: _____