



Notice of Vacancy

Stark County Job & Family Services

Communications Specialist

SUMMARY

Under the general supervision of the Communications Administrator, plans and implements communications and public relations strategies, community outreach activities, and other efforts to promote the mission and work of Stark County Job and Family Services. Works with departments to design and distribute promotional materials.

ESSENTIAL FUNCTIONS AND RESPONSIBILITIES (The functions listed below are intended to depict general job assignments, abilities and responsibilities required of this position. Other duties as assigned.)

Assists with the development and execution of communications and public relations plans; works with other departments to accomplish agency's annual schedule of events, such as foster parent recruitment efforts, employee activities, and public awareness events.

Attends outreach events and participate in community activities on behalf of the agency, as directed. Identifies opportunities to promote and educate the public about the mission and work of the agency; works with event coordinators to schedule appearances and secures booth space at festivals, fairs, trade shows, and other gatherings.

Assists with designing, editing, and publishing internal communications and promotional materials, including, but not limited to, brochures, newsletters, postcards, mailers, flyers, calendars, videos, slide shows, photos, email announcements, and media spots. Serves as photographer at agency events and photoshoots.

Regularly monitors, updates, and develops content for the agency website and social media pages, to provide the public with current information. Writes, copy and edits the content of StarkJFS.org and serves as liaison between staff and the website's helpdesk. Proposes and executes social media campaigns, builds timelines, and schedules posts. Schedules social media posts across multiple platforms; proposes and develops social media campaigns. Promptly replies to messages received through social media pages.

Maintains records of news coverage in a news clipping binder; collects articles relating to the agency from newspapers and online sources.

Assists with the dissemination of press releases, agency announcements, and media advisories using email, social media, website, and Constant Contact. Maintains up-to-date contact lists for local media (print, television, radio), community partners, agency groups/committees, and stakeholders.

Reviews and edits agency work products for formatting and branding consistencies. Redesigns materials to fit agency standards, as necessary. Works with the Print Shop Operator to set-up materials for printing.

Tracks website and social media analytics; prepares and submits monthly report to the Communications Administrator.

Assists with other projects as assigned.

SUPERVISORY RESPONSIBILITIES:

This position has no supervisory responsibilities.

QUALIFICATION REQUIREMENTS:

To perform this job satisfactorily, the employee must be able to perform each essential duty satisfactorily. The requirements below are representative of the knowledge, skill and ability required. Reasonable accommodations may be made for individuals with disabilities.

EDUCATION AND/OR EXPERIENCE:

Undergraduate degree from a four-year college or university majoring in Communications, Marketing, Journalism, Art/Design, or Public Relations. Three (3) years professional experience in related field.

CERTIFICATES OR LICENSES:

Valid Driver's License to access work site and other work related locations as well as ability to maintain insurability in accordance with ORC 4509.51 at all times.

COMPUTER EXPERTISE REQUIRED / EQUIPMENT OPERATED:

To perform this job successfully, an individual must have knowledge of graphic design, video recording and editing, and digital photography; be proficient in Adobe programs (Creative Suite, Illustrator, Indesign, Premiere, and Photoshop); have experience editing and designing websites, creating spread sheets, and using software for word processing and desktop publishing; and possess strong writing skills. Ability to use multiple social media platforms in a professional capacity, including Facebook, Twitter, Instagram, LinkedIn, and YouTube.

The following are examples only of office equipment routinely used and are not intended to be all inclusive: Computer, printer, copy machine, fax machine, telephone, and other general office equipment.

To apply, please access the agency's website at www.starkjfs.org An online application can be found under the Careers link. Applicants have the ability to upload a letter of interest and current resume.

We are an equal opportunity employer that does not discriminate based upon sex, race, creed, color, age, national origin or disability. Applicants may request reasonable accommodations to participate in the interview process.

NO PHONE CALLS WILL BE ACCEPTED