



# Communications Specialist

## **Mission Statement**

The Juneau Economic Development Council fosters a healthy and sustainable economic climate in Juneau and throughout Southeast Alaska. In collaboration with other organizations, the council implements initiatives to maintain, expand, and create jobs and economic opportunities.

## **Summary**

The Communications Specialist responds to Juneau Economic Development Council JEDC management and program staff communications needs and requirements and develops new ideas for communicating organizational and programmatic announcements, stories, etc., at the local, state and national levels. Audiences for these communications include the press, business and industry, government, program stakeholders, general public, and educators. This position is a full-time non-exempt position with the possibility to assume other responsibilities within the organization. The other responsibilities may include research, program development and project implementation.

## **Essential Job Functions**

The Communications Specialist's duties include:

### *Planning*

- Produce a consistent external communications plan and strategy, in collaboration with JEDC management.
- Prepare and maintain a Strategic PR and Marketing event Calendar for JEDC. Generate messages and talking points. Identify target audiences, appropriate media and timing for communication topics.

### *Execution*

- Using the Strategic PR event Calendar for JEDC, work with the JEDC event owner to identify the pre and post communications including PR audiences, media, coverage area, and PR release dates.
- Provide client support with event planning and execution, membership list management and development, and advocacy.
- Develop a working relationship with print editors, partner organizations' publications, and radio/TV media outlets for JEDC and client story placement.
- Using the Strategic PR event Calendar for JEDC, pitch stories and ideas to writers and editors. Write articles, letters and editorials.
- Maintain current media lists and PR communications boiler plate language for each JEDC program.
- Complete applications for awards and recognition for program achievements and promotion of clients' success stories.
- With staff support, craft video, and PowerPoint presentations utilizing efficient cost effective applications
- Effectively utilize social media including Facebook, Twitter, and Instagram to support events and client priorities.

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- Work with JEDC Staff to drive, develop and implement web content and updates
- With program staff, create collateral materials such as brochures, flyers, white papers, backgrounders and reports. Oversee printing and design of documents when produced outside the office.
- With the JEDC staff, create materials for conferences, speaking engagements and other special events.
- Write, edit, and distribute a monthly JEDC newsletter.
- Assist JEDC management in creating a PR and Marketing budget needed to implement the planned objectives.

## Evaluation

- Track media placements. Keep a paper and web-based scrapbook of clippings.
- Evaluate advertising and sponsorships on a quarterly basis.
- Develop, monitor, and manage departmental budget to achieve strategic and financial objectives

## **Scope of Responsibility**

Knows the policies, procedures and practices necessary to conduct essential job functions. Is aware of the role of the position and its potential impact on programs and financial condition of the organization.

## **Decision Making**

Carries out duties and responsibilities under the supervision of JEDC's Executive Director. Makes decisions and establishes work priorities consistent with JEDC strategic plan with input from program directors.

## **Authority**

Does not direct the activities of staff or a function.

## **Communication**

Exchanges routine information in an appropriate manner.

## **Qualifications Required**

- Bachelor's degree in English, journalism, communications, or related field
- Excellent communications skills, including high level writing skills, especially technical writing
- Proficiency with MS Office products, including PowerPoint, web-based contact software, and graphics/publication software
- Exceptional organizational skills, time management and strong ability to manage details
- Team player with a proven ability to interact with all levels of staff and constituents from diverse communities
- Ability to exercise discretion and maintain confidentiality
- A commitment to the mission of the Juneau Economic Development Council

## **Other Duties, as Assigned**

This is a permanent, full-time, non-exempt position based in Juneau, Alaska with occasional travel

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Employment at the Juneau Economic Development Council is contingent upon successful completion of background screening as well as past employer reference checks. All employment at the JEDC is “at will.” Equal employment opportunity and having a diverse staff are fundamental principles of the JEDC.