



Job Description

Position Title: Communications Coordinator II

FLSA: Exempt

Salary Range: 21

(\$60,876 - \$83,916 annually on a 14-step scale, candidates typically start at first step)

Reports To: Community Services Manager

Supervisory Responsibilities: None

Summary:

The Communications Coordinator II will define, develop, implement, and promote Agency approved branding for messaging Agency collateral and public communications. The position will actively build brand awareness throughout AAADSW's five-county region and develop, document, and communicate a working strategic outreach and communication plan. Requires demonstrated public speaking and written communication skills. Provides vision, direction and guidance to Agency outreach and communications activities.

Essential Functions:

- Coordinates and maintains brand and branding strategy for Agency communications.
- Develops and implements a comprehensive communications strategy to build visibility and understanding of AAADSW, with key personnel.
- Responsible for developing, implementing, and evaluating annual Communications and Outreach Plan, including master calendar.
- Responsible for social media and web messaging efforts.
- Responsible for Agency website maintenance, content, and links.
- Responsible for planning, coordinating, and evaluating outreach events.
- Writes and distributes Press Releases.
- Assists Agency departments to better communicate with stakeholders through engaging presentations.
- Supports Advisory Council in its advocacy efforts.
- Represents the Agency in public forums.
- Makes presentations to community groups and key audiences.
- Develops and maintains cooperative and professional relationships with employees, managers, and representatives from other departments and organizations. Shares knowledge with staff for mutual and departmental benefit.

Knowledge, Skills, and Abilities:

- Knowledge of community resources for older adults, adults with disabilities and caregivers.

- Ability to work effectively as a team member with a wide range of diverse staff and community members and to establish and maintain effective working relationships.
- Ability to effectively communicate verbally in the English language in face-to-face one-on-one settings, group settings, virtually, in writing and telephonically.
- Ability to produce written documents with clearly organized thoughts using proper English sentence construction, punctuation, and grammar.
- Computer and software skills including Word, Excel and database systems; ability to operate general office equipment; work at a desk using phone and computer for up to eight hours a day.
- Knowledge of Health Literacy.
- Ability to travel to community events and agencies in Southwest Washington that might not be ADA accessible.

Minimum Qualifications:

- Bachelor's degree required, preference for candidates with academic credentials in English, communications, public relations, or related fields.
- One to two years of paid, full-time experience working in communications, preferably with a cause-driven nonprofit organization.
- Experience working in Publisher and Adobe Creative Cloud.
- Excellent oral and written communications skills.
- Ability to apply AAADSW's voice and style while using varied writing styles depending on format and audience.
- Proven ability to meet goals amid competing priorities and tight deadlines.
- Ability to work independently.
- Well-developed interpersonal skills that will further enhance a work environment that is collegial and creative.
- Quick thinker with demonstrated problem-solving skills.

Working Conditions and Physical Effort:

- When attending community presentations and fairs, the employee travels by automobile and is exposed to changing weather conditions.
- Work is normally performed in a typical interior/office work environment.
- While performing the duties of this position, the employee is regularly required to talk, hear, stand, walk, sit, use hand to finger, handle or feel objects, tools, or controls, and reach with hands or arms. The employee occasionally lifts or moves up to 20 pounds. Specific vision abilities required by this job include close vision and the ability to adjust focus. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Date: 6/12/23

The statements contained herein reflect general details as necessary to describe the essential functions of this job, the level of knowledge and skill typically required and the scope of responsibility but should not be considered an all-inclusive listing of work requirements. Individuals may perform other duties as assigned including work in other functional areas to cover absences or relief, to equalize peak work periods or otherwise balance the workload.