

# Communications Specialist

INCUMBENT: TBD  
REPORTS TO: Director, Communications  
LOCATION: Telework Eligible  
STATUS: Full-time, Non-Exempt  
DATE: September 2022

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## DESCRIPTION

The Communications Specialist is responsible for maintaining and improving all internal and external communications for Connected Nation (CN). This position will help to promote a positive public image and control the dissemination of information on behalf of CN. The Communications Specialist will also manage the planning, creation, and editing of media content, including videos, podcasts, and photos. In addition, this position will assist with creating and driving the strategic message for CN that aligns with the company mission and vision.

## ESSENTIAL DUTIES AND RESPONSIBILITIES

- Must be innovative, creative, organized, and self-motivated. Must be a strategic thinker with great attention to detail who works well under pressure and is able to meet strict deadlines.
- Adheres to company's style guide to ensure products of high-quality that are error free.
- Develops and drives effective corporate communication strategies.
- Works with internal stakeholders to brainstorm content ideas and establish the desired look and feel for media content.
- Creates company literature and other forms of communication.
- Promotes Connected Nation through public relations initiatives.
- Able to navigate prominent or emerging social media platforms such as Twitter, Facebook, and others.
- Build and maintain relationships with journalists and key external stakeholders.
- Craft and edit media pitches, press releases, messaging, fact sheets and media Q&A's.
- Leverage analytics and reports to determine effectiveness and seek continual improvements of marketing and communication initiatives. Experience in marketing metrics and platforms a plus.
- Work in collaboration with staff and contractors to develop strategy for video products/services including identifying video opportunities, writing and editing scripts, conducting interviews on location and editing audio and video. Experience in video editing and shooting a plus.
- Coordinates scheduling and logistics of special events such as press conferences, open houses and meetings.
- Understanding of Word Press or other website editing platforms preferred but not required.
- Responsible for the storage and maintenance of CN media content.
- Manage multiple projects while meeting various deadlines.
- Perform other duties as assigned.

## EDUCATION/EXPERIENCE

A Bachelor's or advanced degree in Communications, Public Relations, Journalism, English or related field required.

- 3+ years of Public or Media Relations, Communications or Journalism experience required.

## QUALIFICATIONS

- Experience in copywriting, proofreading and editing. Experience in web design and content production is a plus.
- Experience in developing media plans and managing media events.
- In-depth knowledge and experience in internet marketing and online communications.
- Excellent written, oral, and presentation skills.
- Must have outstanding organizational and project management skills with superior attention to detail.
- Proven ability to garner media coverage as a result of pro-active outreach programs.
- Must be innovative and have the ability to identify new opportunities to exploit Internet-based technology to foster awareness.
- Exceptional interpersonal communications skills and the ability to motivate and influence others.
- Ability to understand, interpret and write about technology concepts.
- Ability to multitask and work toward several milestones on various projects simultaneously.
- Ability to follow through on assigned tasks with limited supervision.
- Computer proficiency in Windows environment.
- Must be able to work independently and under pressure in a fast paced, deadline-driven environment.
- Strong work ethic and unquestioned personal and professional integrity.
- High level of commitment to team and company values.
- Willing to travel as needed.
- Valid state driver's license required.

## ESSENTIAL PHYSICAL REQUIREMENTS

- Ability to sit at a desk for one or more hours at a time.
- Ability to lift and carry up to 10 lbs.
- Ability to operate computer and equipment in the office.
- Must have sufficient mobility to move around the office and the community.

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*This job description in no way states or implies that these are the only duties to be performed by the employee(s) incumbent in this position. Employee(s) will be required to follow any other job-related instructions and to perform any other job-related duties requested by any person authorized to give instructions or assignments. A review of this position has excluded the marginal functions of the position that are incidental to the performance of fundamental job duties. All duties and responsibilities are essential job functions and requirements and are subject to possible modification to reasonably accommodate individuals with disabilities. To perform this job successfully, the incumbent(s) will possess the skills, aptitudes, and abilities to perform each duty proficiently. Some requirements may exclude individuals who pose a direct threat or significant risk to the health or safety of themselves or others. The requirements listed in this document are the*

*minimum levels of knowledge, skills, or abilities. This document does not create an employment contract, implied or otherwise, other than an "at will" relationship.*