



## Job Description

<b>PCN</b>	<b>08-0233</b>
<b>JOB TITLE</b>	<b>ENGAGEMENT AND COMMUNICATIONS SPECIALIST</b>
<b>LOCATION</b>	<b>ANCHORAGE</b>
<b>RANGE</b>	<b>18/20</b>
<b>REPORTS TO</b>	<b>COMMUNICATIONS DIRECTOR (08-0223)</b>
<b>FLSA EXEMPT</b>	<b>NO</b>
<b>REVIEWED BY (NAME AND DATE)</b>	<b>JOSIE WILSON</b>
<b>APPROVED BY (NAME AND DATE)</b>	<b>LINDA SENN</b>
<b>EFFECTIVE DATE</b>	<b>09/19/2022</b>

### POSITION PURPOSE:

This position provides support by assisting with communications, community and public outreach, and organizational partnerships.

### ESSENTIAL FUNCTIONS INCLUDE:

- Provides support with graphic design and publication development for digital and print collateral.
- Provides support with communication efforts for in-person and virtual outreach, including development of e-newsletters, surveys, mailers, and website content development and management.
- Coordinates virtual and in-person outreach and educational events.
- Provides support with organic and paid social media initiatives and other digital campaigns.
- Utilizes public engagement software and/or customer relationship management (CRM) software to manage data and enhance the process for information gathering.
- Interacts and corresponds with the public about AIDEA programs and projects.
- Provides support with development of and coordinate collateral for events, meetings, workshops, and other public engagement.
- Travels as needed to support AIDEA's communications efforts.
- Provides support, as needed, with events outside normal business hours, sometimes resulting in long work days.
- Other duties as assigned.

### PHYSICAL REQUIREMENTS AND POTENTIAL HAZARDS:

While performing the duties of this job, the employee is frequently required to sit and stand; use hands or fingers; handle or feel; talk and hear. The employee is occasionally required to reach with hands and arms and lift up to 25 pounds. This position frequently requires reading and communication through speech and writing. Specific vision abilities required by this job include close vision and the ability to adjust focus.

Employee may travel by various means, including by helicopter and small planes, to remote sites and may be required the ability to stand for extended periods of time and walk distances over uneven ground.

#### **TECHNOLOGY, EQUIPMENT, SYSTEMS, AND TOOLS:**

Requires advanced skills in word processing, database software, presentation software, and spreadsheets. Requires basic skills with email and general office equipment.

#### **CRITICAL KNOWLEDGE, SKILLS, AND ABILITIES:**

- Skilled in supporting the development and implementation of public engagement and communication initiatives.
- Ability to support the planning, design, and effective use of social media and other digital platforms.
- Ability to create, nurture and maintain effective relationships with a wide variety of stakeholders.
- Skilled in using creative programs to design communication and outreach collateral, including but not limited to: presentations, flyers, social media, reports, graphics, etc.
- Skilled at a proficient level with graphic and publication design skills in Adobe Photoshop, Adobe InDesign, Adobe Illustrator, and/or Canva.
- Skilled in the use of email, Microsoft Office suite, social media and other common software systems.
- Ability to work independently and within a team environment.
- Ability to professionally interact and collaborate with AIDEA leadership, project staff, consultants, and stakeholders.
- Excellent written and verbal communication skills, including proficiency in grammar, punctuation, and spelling.
- Ability and willingness to learn and develop new skills.

#### **MINIMUM QUALIFICATIONS:**

- A minimum of three (3) years of experience in the areas of marketing, communications, and/or public engagement. Excellent verbal and written communication skills. Customer service-oriented attitude.
- Bachelor's degree in marketing, communications, or a related field, preferred.
- Proficient with graphic and publication design skills in Adobe Photoshop, Adobe InDesign, Adobe Illustrator, and/or Canva.

- Proficient with public engagement software, customer relationship management (CRM) software, and/or other database management a plus.
- Proactive, organized self-starter who demonstrates flexibility, dependability, and maintains composure under pressure.

**DISTINGUISHING CHARACTERISTICS: (FROM SIMILAR HIGHER OR LOWER POSITIONS IN THE SAME CLASS)**

Range 20: Ability to function in assigned capacity with little supervision; ability to research and complete complex assignments.