Job Title: OPS Communications Specialist

Compensation: $19.14 - $19.14

FLSA Status: Non-exempt

Salary Admin Plan: OPS (temporary-part-time)

Pay Grade: OPS Career Level 6

Position Summary:

Coordinates public relations, advertising and marketing of the Workforce and Professional Development (WPD) Department, working with WPD staff, SPC Marketing & Strategic Communication Department and/or outside vendors to provide timely, accurate and brand-sensitive promotion.

Requirements:

Education:

Bachelor's degree in public relations, communications, marketing or related field.

Experience:

Minimum of two (2) years experience in communications work.

An equivalent combination of education and experience sufficient to successfully perform the essential duties of the job may be acceptable in lieu of those requirements listed above.

Knowledge:

- Managing projects in a marketing/communication environment

- Copywriting and editing for a broad range of media (print, web, social media, etc.)

- Managing Public Relations functions, including writing press releases working with local media

- Managing email marketing to include data collection, list management and content development

- Managing social presence (Facebook, Twitter, etc.)

- Experience working with graphic designers on print and digital projects, including the ability to provide creative direction.

Skills:

- Strong computer skills in Word, Excel, and PowerPoint

- Photo editing software such as Photoshop or Picassa; social media applications such as Facebook, Twitter, WordPress or other types of Content Management Systems; and email marketing applications such as Get Response or Constant Contact

- Basic understanding of website development; experience working with web designers/developers

- Ad buying experience

- Experience in an arts organization and/or higher education environment.

Physical:

- Positions in this class typically require: reaching, standing, walking, grasping, feeling, talking, hearing, seeing and repetitive motions

- Sedentary Work: Exerting up to 10 pounds of force occasionally and/or a negligible amount of force frequently or constantly to lift, carry, push, pull or otherwise move objects. Sedentary work involves sitting most of the time. Jobs are sedentary if walking and standing are required only occasionally and all other sedentary criteria are met.

License:

None.

Responsibilities:

- Serves as coordinator, in-house editor, proofreader and writer for WPD publications, including emails, mailers, promotional and educational materials

- Plans, schedules and writes press releases and other promotional materials to ensure effective media coverage

- Develops and maintains productive relationships with media outlets

- Collaborates with WPD departments and outside sources for pertinent and timely distribution of WPD information

- Creates and maintains electronic and social media communications for WPD promotion

- Manages website content for timely and accurate information

- Interfaces with the media and the community to promote WPD

- Performs related duties as required

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