

**Title: Social Media and Communications Specialist**

**Supervisor: Development Director**

**Pay Grade Level: \_\_**

**FLSA Status: Non-exempt, hourly, 20 hours/week**

### **Summary**

Working with the Development Director, the Social Media and Communications Specialist helps to persuasively communicate Disability Advocates of Kent County's vision, mission, and programs to potential funders and the public. The Social Media and Communications Specialist will create and execute a communications plan which includes, but is not limited to, managing all social media platforms with a monthly editorial calendar, website management, digital marketing strategies, video creation, and podcasting. This Specialist will also create electronic and written donor communications.

### **Expected Duties and Responsibilities**

#### **1. Communications**

- Manage Disability Advocates electronic communications strategy including all social media platforms, monthly email communications, and videos with a focus on communicating knowledge, engaging our constituencies, and reinforcing our brand identity.
- Coordinate communications needs from multiple departments, work in support of individual department projects, establish procedures for consistency and brand integrity and provide guidance and training to staff members to ensure Disability Advocates' story is comprehensively collected and then told effectively and consistently to the varied audiences.
- Supports the development and implementation of appropriate mechanisms for measuring effectiveness of all marketing and communication activities.
- Manage production of various publications and Disability Advocates collateral materials including annual report, e-newsletters, donor materials, brochures, and special initiative/community issue reports and fact sheets; tasks may include research, writing, editing, and working with both internal and external writers and designers.
- Maintain media database to ensure media coverage throughout our service area as well as trade publications and sector email communications. Assist with requests for information from media as needed.

#### **2. Events**

- Create promotional plan for all signature events and serve on the event planning teams.

#### **3. Other**

- Working both on-site and virtual as decided with the Development Director and adhering to Disability Advocates' HIPAA and Confidentiality policies.
- Other job-related duties as assigned.

**Expected Skills and Attributes**

- Experience managing a variety of online communication vehicles including all social media platforms and podcasts.
- Creating monthly communications with donors and the public to inform, educate, and persuade support of Disability Advocates.
- Commitment to and knowledge of the Independent Living Movement and philosophy and person-first perspective which supports Disability Advocates' mission and core values.
- Recognition of colleague and consumers' strengths and facilitation of empowerment principles.
- Interpersonal skills and ability to participate in and work to build a collaborative team.
- Ability to follow direction and take initiative with exceptional time management and organizational skills.
- Accountability to consumer confidentiality.
- Maintain a positive, strong, credible, professional, and interpersonal relationship with all parties relevant to Disability Advocates activities and always represent the best interests of Disability Advocates.

**Qualifications and Important Requirements**

- Candidates must be self-motivated, detail oriented, and highly organized, and have experience using online databases and other resources.
- A high level of computer literacy.
- Excellent writing skills are essential.
- Proficient in Microsoft Office™ program applications, e-mail, and Internet research.
- Candidates must possess an ability to work well under pressure and the ability to communicate in a compelling and succinct manner.
- A Bachelor's degree and one to three years of relevant experience are preferred.
- Work Environment and Physical Abilities.
  - The person in this position is expected to communicate with volunteers, team members, directors, and outside entities, to successfully perform functions of the job.
  - This is a standard office environment. Extensive keyboard activity, telephone communication and attendance at meetings in and out of the office are expected, and therefore, self-identified mode of transportation is required.