

GOODWILL EASTER SEALS OF THE GULF COAST

Job Description

TITLE: Communications Manager **DATE WRITTEN:** 01/2012
DEPARTMENT: Marketing and Development **SUPERVISED BY:** VP, Marketing & Dev.
SUPERVISES: n/a **STATUS:** Exempt

Mission Contribution:

To effectively communicate the agency's mission throughout the organization, community, and at the state and national level.

Function:

Educates and informs GES employees, the community and our state and national partners of the mission, programs and services offered by the agency in order to generate increased awareness and support for donations, volunteers and financial contributions.

Essential Functions:

1. In conjunction with the VP for Marketing and Development, develops a comprehensive Public Relations Program to increase name recognition and public awareness, to include all form of media relations.
2. Coordinates media relations including writing and distributing news releases and other relevant materials to solicit media engagement.
3. Networks with and develops a working relationship with media contacts.
4. Develops, designs, and distributes creative informational materials, including brochures, flyers, newsletters, and GES website.
5. Maintains the GES website using Adobe Dreamweaver.
6. Networks with other agencies and participates in community events in an effort to promote and expand the mission of the agency.
7. Maintains membership and actively participates in PR professional organizations (PRCA) in an effort to increase knowledge and expand the agency's presence in the community.
8. Participates in public speaking engagements on behalf of the agency.
9. Works closely with Mission Services staff to become knowledgeable about GES programs and services in order to explain and market these services to prospective customers, partners and funders.
10. Researches leads/ideas and writes mission impact stories for internal and external publication featuring GES participant and/or program outcomes and success.
11. Works with Goodwill Industries International and Easter Seals, Inc. to develop and share mission impact stories as part of their national efforts and initiatives.
12. Participates in advocacy and legislative efforts under the direction of the executive staff in order to increase awareness and respond to issues which impact persons served by the agency.
13. Markets and assists as needed with special events and fundraisers that increase awareness of Goodwill Easter Seals and generates revenue as outlined in the annual budget.
14. Creates and designs annual report.
15. Assists Mission Services staff with community events and projects (Buddy Walk, United Way Day of Caring, Jr. Miss volunteer project, Camp Rotary send-off, VITA Super Saturday, etc.)
16. Stays informed and takes a lead role in preparing for and launching PR efforts relating to new initiatives and/or other expansions as they arise within both Mission Services and Donated Goods.
17. Maintains email addresses, physical addresses, and media list for distributing newsletters, and other marketing and public relations efforts.
18. Designs and edits creative marketing collateral using Adobe CS 5 software.
19. Acts as a positive role model for employees in all aspects of professional performance.
20. Observes and complies with safety procedures and personnel policies.
21. Regular attendance is required as outlined in Goodwill Easter Seals' attendance policy.

Skills, knowledge and abilities: (these are required to enable job holder to perform the essential functions of the job).

1. Must be able to interact cordially and productively with a variety of people.
2. Must be able to market Goodwill Easter Seals and explain the mission to the general public.
3. Ability to use general office equipment including computer keyboard by touch.
4. Must be able to take initiative and work well with little supervision.
5. Must possess excellent organizational and communication skills.
6. Must be able to keep information confidential.
7. Must be able to read, write and communicate clearly in English.
8. Must be able to maintain an effective working relationship with, and among employees while motivating them to their best performance.
9. Must be able to work a flexible schedule, occasionally including nights and weekends and hours in excess of 40 per week.
10. Ability to function in a hectic work environment with occasional periods of high stress.

Experience and Education Requirements:

- Bachelors degree in Marketing, Communications or related field preferred but not required. Experience may be substituted for degree
- Experience in development and working with local media
- Excellent oral and written communication skills
- Computer skills to include Microsoft Word, Excel, Publisher, PowerPoint, Constant Contact, Adobe Dreamweaver, Adobe CS5, Adobe Acrobat, InDesign Photoshop and Internet Research
- Familiar with video editing software such as ProShow, Pinnacle, and Sony Vegas.
- Must have a valid drivers' license, access to a personal vehicle with liability automobile insurance and be insurable through the agency's insurance carrier in order to drive an agency vehicle.

Working Conditions/Hazards:

The work will be performed primarily in an office, and in the community. Frequent travel throughout the Gulf Coast. Some overnight travel, including training events and conferences.

Critical Performance Factors:

- Increased awareness of agency services and mission to GES employees and the community.
- Number of public awareness events
- Quality and effectiveness of marketing materials
- Expanded partnerships with other agencies and media
- Message placement within the media through public relations efforts and message distribution to internal audiences
- Timely distribution of newsletters.

I have read and understand this job description. I have discussed this job description with the supervisor/manager who interviewed me. If offered this position, I will be able to perform the essential functions of this position with or without accommodation.

Employee/Applicant: _____ **Date:** _____

Supervisor/Manager: _____ **Date:** _____