



## POSITION DESCRIPTION

- A. Position: Communications Specialist
- B. Status: Full-Time, Non-Exempt
- C. Supervisor: Associate Executive Director
- D. Background Requirements:

### Skills:

- Strong administrative and organizational skills with consistent attention to detail and accuracy
- Strong written and verbal communication skills
- Ability to edit for grammar/punctuation/AP Style
- Excellent interpersonal skills and customer service mind-set
- Critical thinker, resourceful problem solver; interest in learning new skills and conducting research
- Self-directed multitasker with demonstrated ability to take initiative and meet deadlines
- Proficient with common software applications including MS Office Suite and MS Windows
- Experience with or ability to learn:
  - MailChimp
  - Canva
  - Survey Monkey
  - WordPress
  - Squarespace
  - Vimeo
  - Facebook
  - LinkedIn
  - Word, Excel, PowerPoint, Google docs
  - CAAHEP Academy Learning Management System, and other communication software/platforms as needed.

Education: Bachelor's degree in communication, public relations, or marketing (preferred)

Relevant Experience: 1 - 3 years of professional communications, public relations, or marketing experience. Previous experience in health care, non-profit organizations, and/or accreditation (preferred)

- E. The Communications Specialist is the lead content creator for digital and printed media -- such as videos, graphics and written copy -- for distribution to ARC/STSA's communities of interest. The Communications Specialist will assist the Communications Manager with developing, promoting, implementing, and evaluating messaging for all communities of interest, for ARC/STSA.

In accordance and consistency with organization policies and procedures, the Communication Specialist's responsibilities and duties are listed below.

## Responsibilities/Duties

### Marketing & Communications:

- Create content for all electronic and print marketing campaigns.
- Compose messaging for various communication channels such as ads, MailChimp email blasts, social media posts, flyers, brochures, banners, and branded gift items.
- Create, edit, and embed video footage for promotional and educational outlets.
- Develop and organize photo files for promotional and educational use, and perform basic photo editing
- Create basic graphics using Canva and other programs as needed.
- Design educational modules using video, graphics and materials from subject matter experts. Upload course materials onto learning management system (CAAHEP Academy) and/or websites.
- Assist with planning and organizing production deadlines for newsletters, compose, compile, edit copy, and post completed copy on website.
- Edit various communications using AP Style.
- Create and post content for ARC/STSA social media platforms.
- Assist with research and content development for presentations.
- Design PowerPoint presentations.
- Assist with organization of outreach, meetings, and educational services.
- Set up Zoom meetings, draft meeting descriptions, and follow up emails.

### Event Planning:

- Develop marketing content and assist with the promotion of education workshops and the AccredX Conference.
- Assist on-site with AccredX, managing the audio-visual production with vendors and collection of event video recordings and photographs.
- Assist the Communication Manager and executive level staff with routinely recurring, event-specific, or special projects as assigned.

### General:

- Identify and recommend policy and procedure enhancements to improve organizational efficiency and effectiveness to include developing and revising templates, and documents.
- Assist with the development of and maintain organizational communication policies and procedures including related educational processes.
- Maintain accurate electronic files.
- Assist with data collection, analysis and summary reporting for purposes as assigned.
- Prepare organizational correspondence and reports assigned.
- Foster a team environment

### Limited Travel

- F. Planning: Will research, develop, and implement specific projects to promote the organization's mission to all communities of interest in consultation with the executive level staff. Assist executive level staff with implementation of strategic planning initiatives as determined by the Board of Directors.

G. Relationships:

- Clientele: Will have contact with educators, administrators, program officers, and faculty answering inquiries regarding educational activities, events, scholarships, etc.
- Government: May have directed contact with various accrediting agencies, recognizing organizations and regulatory bodies as appropriate.
- Public: Will have contact with the public for specific projects and answering inquiries regarding formal education in the profession.
- Other Organizations: Will have contact with outside vendors and other groups.
- Team Members: Coordinates and cooperates with staff in day-to-day operations as well as on designated projects, research, reports, and presentations as necessary to achieve the organization's objectives and mission. Provides limited supervisory capacity to staff as assigned.
- Maintain effective communication with ARC/STSA volunteers and staff of all related organizations (i.e., ARC/STSA, CAAHEP, AST, ASA, NSAA, and NBSTSA) on questions regarding organizational policies and procedures.

H. Policy: Will follow all established policies and will assist in development and implementation of innovative administrative policies to improve organizational efficiency for consideration by the executive level staff.

I. Decision Authority: Will make decisions relevant to assigned responsibilities in consultation with the executive level staff.

J. Fiscal Responsibilities: Will work within the assigned project budget as approved by the executive level staff for education and marketing projects.

K. Supervision Required: Must be able to plan and organize projects to meet deadlines with a minimum of supervision and keep the executive level staff and other designated staff apprised of the status of projects. Will receive direction as needed from the executive level staff and submit work for review as appropriate.

L. Maintaining Currency: The Communications Specialist should demonstrate the willingness and ability to keep up to date with communication tools, policies and procedures, communities of interest needs, effective supervisory procedures, and other issues that affect the work of the organization. Initiative in suggesting operational projects and more efficient, cost-effective work methods is expected and valued in this position.

M. Other duties as assigned by the executive level staff.