



POSITION: Communications Specialist

SUPERVISOR: Community Liaison

JOB SUMMARY

As a key member of the Anchorage Coalition to End Homelessness (ACEH) team, the Communications Specialist is responsible for developing and disseminating content for ACEH's internal and external communications, education and advocacy channels. This person will be responsible for developing engaging content that reflects ACEH's strategic priorities and time-sensitive community response. This will include drafting communications for the ACEH social media, email listserv, and partner communications including resource gathering and documentation. The Communications Specialist will be responsible for monitoring and implementing tasks within the ACEH Communications Strategic Plan under the supervision of the ACEH Community Liaison.

KEY DUTIES AND RESPONSIBILITIES

PUBLICATIONS: • Develop publication content using standard ACEH templates when available/appropriate • Disseminate publications to key stakeholders • Share publications with Community Liaison for further dissemination as appropriate • Work with Community Liaison to identify unit needs for publication templates and develop plans for creation

MARKETING: • Develop and maintain content relevant to ACEH's strategic plan and initiatives, including Built for Zero, Anchored Home, and advocacy work • Ensure that staff are using most up-to-date marketing materials • Coordinate with Community Liaison on planning and implementation of advertising campaigns

SOCIAL MEDIA: • Overall management of ACEH's social media accounts • Develop and maintain a content calendar • Regularly request content from staff and faculty and develop posts • Monitor performance data (analytics)

WEBSITE: • With the Community Liaison, ensure website content is accurate, up-to-date, and appropriate for relevant audiences • Ensure content accessibility requirements are met (including PDFs) • Identify and fix broken links, typos, and missing images

MASS EMAILING: • Overall management of mass email platforms • Maintain ACEH's contact email lists • Draft and send mass emails to Division's contacts

Knowledge/Skills/Abilities:

- Excellent written and verbal communication skills, including demonstrated ability to develop written content appropriate for a range of media, formats and audiences
- Excellent interpersonal and collaborative skills, including the ability to interact with a diverse group of students, faculty, and staff
- Excellent attention to detail
- Demonstrated ability to prioritize and multi-task simultaneous responsibilities
- Demonstrated analytical and problem-solving skills
- Proficiency with:
 - MS Office Suite
 - Social media platforms (Facebook, Twitter, Instagram, LinkedIn)
 - Website CMS platforms (e.g. Drupal, Wordpress, etc.)

Experience:

Minimum of one year of related experience. An equivalent combination of education experience may be considered.

Education/Training:

Bachelor's degree in marketing, advertising, public communications or related field preferred and one year relevant experience or an equivalent combination of training and experience.

Other job requirements:

Able to lift 50 lbs, valid Alaska driver's license, and access to reliable, insured vehicle to be used for work related travel in the Anchorage area.